

SOCIAL MEDIA ADDICTION IN NEW GENERATION: AN EXECUTIVE ANALYSIS

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ABSTRACT:

In general, there are teenagers who are addicted to social networks. Economic problems, psychological disorders and physical incompetence allow people to find comfort in the virtual world away from the real world. However, this situation leads to poor social relationships and isolated people. One of the main reasons for addiction to social networks is the lack of knowledge of the child about the proper use of social networks and the lack of support from parents. There is no definitive diagnosis for this disease because addiction to social networks is defined as spending too much time on social networking sites and cannot control them to access these sites. Therefore, it is very difficult to diagnose the addiction to a person's social networks. In the case of addicts to social networks, the distinction between real life and virtual life becomes blurred and real life almost breaks.

The results of this study show that social networks have a significant impact on young people, which increase the level of adolescent addiction and increases the amount of time spent on these networks. To prevent addiction, it is important to develop awareness of social networks in the early days of childhood. At this point, the media, education and health authorities must act together to increase public awareness. I can mention that seminars and educational programs sponsored by the local government will make an important contribution to prevent addiction to social networks.

INTRODUCTION

Social networks have gained a strong presence with advances in Internet technology and have opened new horizons in the field of communications with its integral and interactive structure. Advances in computer systems and Internet technology have created social networks due to two main factors(1-3). Once Internet technology developed and social networks emerged, mass communication began to take on a new dimension and a new field of interaction called the virtual world began to form. Today, Internet users are very interested in social networking sites such as Facebook, Twitter, Instagram, YouTube and Google+ and create their own profiles on this site. These profiles make it harder for people to get away from the Internet. Mobile devices are also compatible with Internet access and social network applications that trigger addiction to social networks(2-6). Social networks have changed the relationship. Virtual gifts, messages and games end face- to-face (direct) communication. People started to switch to social networks when they could communicate anywhere without difficulty. The growing interest in social networking sites is causing addiction to social networks. (7,8)

Technology has always served people in ways that optimize time and nurture human relationships. Between the eighteenth and twentieth centuries, the establishment of modern global networks, railways, telegraphs and electricity has made this social role possible. "Cyberspace restores this 'Holy Trinity' to evaluate telematic networks like the Internet as a model of free and equal connections." In this sense, social networks are more than a collaborative platform of online messages and status updates on the Internet. Social networks belong to a group and are directly related to being recognized, loved, special and more related to the human being. (9-11)

80% of the messages published on social networks are related to the instantaneous exchange of experiences. But the important question is why so many people share their everyday thoughts, actions and opinions about social networks. "Providing information about oneself activates the reward system of the brain, which provides a pleasant experience similar to that obtained from natural rewards such as food or sex." In a neuro physiological context, MRI, through related studies of the activation of neuronal and cognitive mechanisms associated with satisfaction, speaks for itself as an individual traces brain activity.

Social networks are a type of online activity where text messaging or email delivery is the mainstream. However, this tool is widely used for games or for sexual purposes. Social networks are mainly used to stay online and demonstrate the importance of tools in academic, professional or personal areas. Ironically, the side effects of the technology created to unite people were the research topics that more than 50% of social network users think are more unhappy than their friends. (12-15)

In social networks, life is edited and frustrated by a pattern of false idealism that cannot be achieved in a practical way. A quarter of respondents said that "a friend's life is better than theirs" about the symptoms of deep depression.

The activation of compensation systems through self-exposure can create a framework of dependencies that leads to the excessive use of social networks. Similarly, many drug addictions, such as drug addiction, can increase endogenous dopamine levels in the compensation area of the central nervous system to provide the desired effect to the poisoned user.

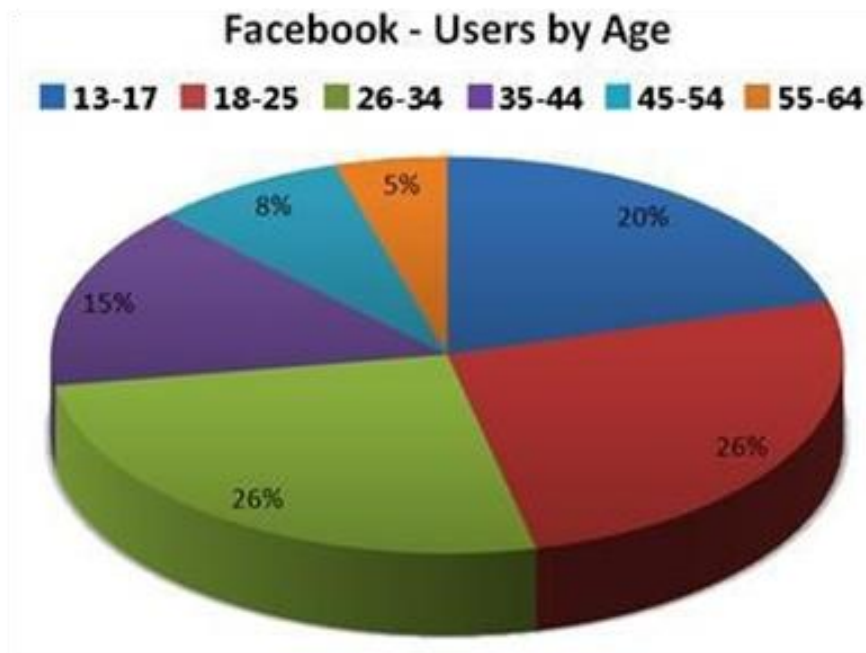


Figure: showing the Pie distribution of the Facebook respondents by their Age

MEASURING ADDICTION TO FACEBOOK

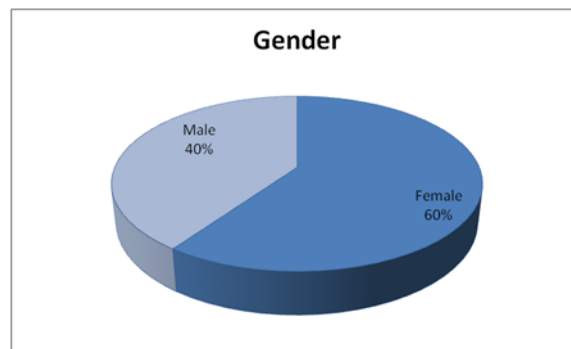
There are five factors that indicate dependence on Facebook.

1. Recreation: social networks are a way for people to be better or safer (more excited or fled). This is usually the first step hidden by a false sense of satisfaction when browsing social networks.
2. Relevance: users cannot stop thinking about social networks and tools slowly begin to dominate their lives (even if they imagine that a past or future situation will be published outside the network).
3. Tolerance: affects the time and level of control of the tool. In general, spending more time on social networks, updating photos or posting comments is a common way of finding the same pleasure you have experienced in a shorter period of time. Without paying attention, the support person cannot control the situation slowly, so he can devote more time to daily activities.
4. Withdrawal: abstinence and its effects can be cited here. In general, if a social network addict cannot access the Internet, they may feel nervous, anxious, fearful and depressed, as well as changes in sleep or dietary patterns. (16)
5. Conflicts in the real world: the excessive use of social networks undermines real relationships with family and friends. This is the most common time to recognize the evidence of the problem, but the addict feels that he cannot use it or stop using it. This is where the loss of control over one's behavior can compromise the performance of an education or profession. (17)

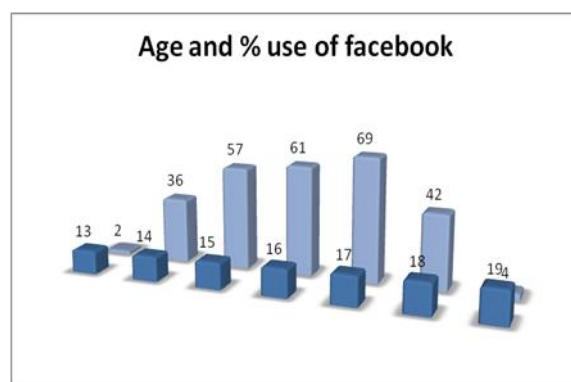
Here I present a general survey in strong support to prove the above points, these survey is based on 300 peoples

Table 1. Properties of the Target Group

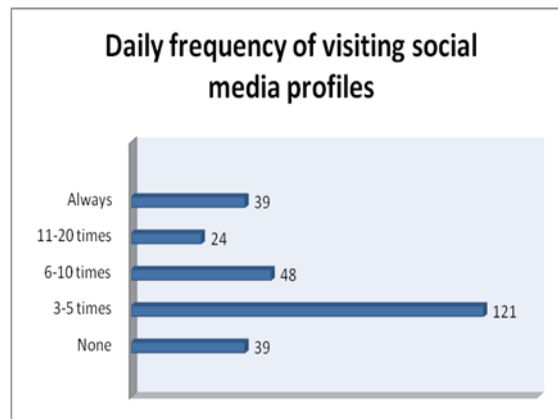
<i>Gender</i>		
Female	162	59.8
Male	109	40.2
Total	271	100



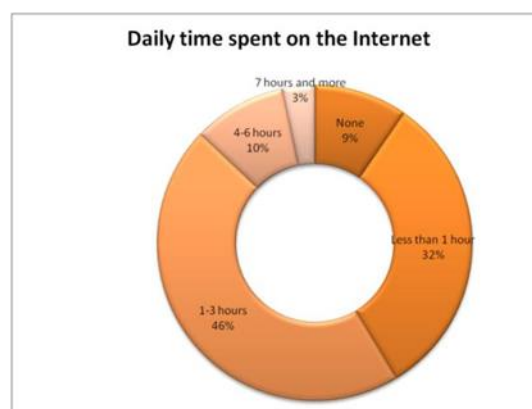
<i>Age</i>		
13	2	0.7
14	36	13.3
15	57	21
16	61	22.5
17	69	25.5
18	42	15.5
19	4	1.5
Total	271	100



<i>Daily frequency of visiting social media profiles</i>		
None	39	14.4
3-5 times	121	44.6
6-10 times	48	17.7
11-20 times	24	8.9
Always	39	14.4
Total	271	100



<i>Daily time spent on the Internet</i>		
None	26	9.6
Less than 1 hour	86	31.7
1-3 hours	124	45.8
4-6 hours	26	9.6
7 hours and more	9	3.3
Total	271	100



As it can be observed from Table 1, 162 (59.8%) of the participants who filled out the questionnaire are female, while 109 (40.2%) are male participants.

Age distribution is as follows: there are 2 participants in age 13, 36 in age 14, 57 in age 15, 61 in age 16, 69 in age 17, 42 in age 18, and 4 in age 19. 26 (9.6%) of the participants state that they spend no time on the Internet in a day, while 86 (31.7%) of them spend less than one hour, 124 (45.8%) spend 1-3 hours, 26 (9.6%) spend 4-6 hours, and 9 (3.3%) of them spend 7 and more hours on the Internet on a daily basis. 39 (14.4%) of the participants say that they spend no time visiting social media profiles, while 121 (44.6%) of them visit 3-5 times, 48 (17.7%) visit 6-10 times, 24 (8.9%) visit 11-20 times, and 39 (14.4%) of the participants visit always in a day.

FACEBOOK ADDICTION

Why do I need to study addiction to Facebook? There are many reasons to study addiction to Facebook, some of which The goals of the student broke.

Students have many applications of games and chat functions that respond instantly, and as they fall into the virtual world for hours, more people are attracted to Facebook. These games do not let you know the time. Your responsibilities and objectives are set to achieve and achieve various levels of the game. According to a study in India based on addiction, people between 15 and 30 say they use **Facebook more than 12 hours a day**

ACADEMIC ACHIEVEMENT

Researchers at Ohio State University discovered that social networking sites are affecting research, researchers say. It has been compared with the scores or ratings of users and non-users of Facebook, and it has been shown that non-users of Facebook perform well in their research. In the same study, the study does not blame the social media site, but if you use Facebook media appropriately with the appropriate plans and guidance from teachers and parents, you can use Facebook as a tool to make friends without affecting your academic performance.

Children spend more time on the Internet, especially on social networking sites like Facebook, than spending time with their parents. In certain educational institutions that do not entertain the use of Facebook, children play or chat online with their friends when they return home and spend time at home in front of the Internet. Often, when they are on social networking sites, they violate their privacy as a threat to their parents. This causes tension in the relationship between parents and children. As parents become more curious about their behaviors and tend to maintain privacy, personal life and the friends of their children, there is a gap between their parents and their children. The media have a potentially harmful effect on the health and behavior of children. "Because we are not yet mature enough to distinguish between fantasy and reality in real life, children can have a distorted view of their relationships with the world and others, sending or doing outdoor activities can lead to the quarantine and aggression over time.

IMPACT ON INTERPERSONAL RELATIONSHIPS

The data indicates that social networks are used to meet the social needs recognized by the participants, but it is completely disappointing. This hinders "real socialization" and causes problems. People confuse the use of social networks with real communication. Some online behaviors cause stress and anxiety, and many of them have few friends and online publications. Researchers have found that only interactions that directly exchange messages and complement each other increase feelings of relevance. However, even if you use social media passively without having to send a message to an individual, you will not feel lonely if you do not feel lonely. Sometimes they live in a virtual world and the meaning of life and the true meaning, colour and joy of life are lost.

THE SOCIOCULTURAL VALUE HAS CHANGED

Social networking sites are the easiest way to connect with people from all over the world. One can easily be friends in Japan, South Korea, Australia, Africa or America. UU One should have a good updated and friendly profile to attract friends. As India is a culturally diversified country, people across the country influence each other and try to imitate each other. The social and cultural values of many countries are in the spotlight and are sometimes exciting. The advent of marketers, vendors and advertising agencies has resulted in major social and cultural changes. You do not even have to go to the mall to get the latest technology, buy the latest devices or buy the finest linens. Log in to Facebook and connect with the world.

INFORMATION LEAKAGE

Social networking sites do not require a specific age category. All users can use their age as a fake. Excessive use of media and related applications can be dangerous for children if they are kept on the computer for long periods. Children are exposed to unwanted friendships and entertainment that catch their young age. Children see unwanted publications every day, read unwanted blogs and see information on unwanted sites.

Items	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
1. I connect with my friends using Facebook and Twitter.	32	9	22	101	106
2. I look at the photos shared on social network profiles.	33	22	43	108	65
3. I search for my friends using social networking sites.	38	26	65	84	57
4. I enjoy spending time in social networking sites.	35	23	57	75	78
5. I want to view social networking sites starting at early hours of a day.	84	55	49	42	40
6. I wonder whether my friends read my posts.	42	37	49	71	72

7. I wonder who visits my personal profile.	51	34	44	71	70
8. I don't be aware of the time I spend navigating Facebook.	57	40	48	60	65
9. I follow the content I am interested in from social media.	28	22	50	78	91
10. I follow latest news and events from social networking sites.	34	28	48	87	71
11. Social networking sites cement my friendships.	53	43	60	64	49
12. I comment on the photos my friends share.	48	40	73	70	38
13. I prefer social media over television.	71	40	82	47	30
14. I feel that I have a poor communication with my friends when I don't access Facebook.	103	56	48	32	31
15. I believe that social media has a connective power.	65	59	65	47	32
16. I believe that new media has changed learning habits.	26	43	80	65	49
17. I spend my free time surfing the Internet.	47	51	80	54	36
18. I believe that social networking sites are instructive.	45	36	86	69	30
19. I participate in events on social networking sites.	66	49	67	58	28
20. I wonder who visits my personal profile.	62	31	41	67	65
21. I find new friends through Facebook and Twitter.	57	34	45	79	54
22. I think that I am being followed by someone in social media.	68	43	60	50	47
23. I believe that new media technologies change human life.	15	32	52	85	85
24. I read personal blog posts, and search content.	36	26	59	93	56
25. I freely share my ideas on social networking sites.	50	27	52	61	81

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 country 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.(18) 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 (19). 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.

CONCLUSION

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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