
SOCIAL MEDIA ADDICTION AND RISING CONCERN OF SOCIAL MEDIA ADDICTION

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ABSTRACT

In present time social media addiction is increasing day by day, there is no generation left who does not use social media children, young people and old people, everyone is addicted the social media and that is most common adolescents. There is a withdrawal symptom may be felt by a person when they do not.

Social media is also very beneficial for old age people who live together it is best for their entertainment. There are social media websites including: Facebook, Twitter, Instagram, Tik Tok, Snapchat, WhatsApp

But there are advantages their it is possible there are disadvantages there.

Social media can affect the persons mental health that can be result is sleeping problem, depression and vice versa. If a person is engaged in other work but their brain also stuck on social media when they realize they are free, then their first work will be to use social media. Addiction to social media is a growing problem, adolescents spent an average of 5 hours a day on social media.

In this research paper I will investigate the level of social media used in our surroundings and get to know how much people get affected to these and why it is so addictive.

There are multiple potential explanatory pathways via online harassment, sleep, self – esteem and body images are investigated by investigators.

We should identify the signs of social media addiction and decrease time on social media.

INTRODUCTION

Social media is a digital technology that facilitates the sharing of content, multimedia, and information is used by virtual networks and communities. Facebook, YouTube, WhatsApp, Instagram, WeChat, and snapchat are among the largest social media websites. In these websites during the covid-19 Instagram and snapchat is the most used website used in the worldwide. Snapchat trends are most popular last 2 years people get updated their whole day what he/she is doing get updated to their people.

During the covid-19 people are get more attracted to the social media because they have no work to do. They scroll whole day Facebook, Instagram and vice versa. Daily using of YouTube has given rise to making of reels through which people are getting famous and they get remuneration out of it.

There are more than 5 billion social media around the world. The number of social media users worldwide grew by 136 million, or about 3.5%. In the increasing trend of social media this will give rise to the number of social media platforms. This is giving addiction to all the generations in our society. Earlier when the people were free, they used to sit with their family and used to interact with them but now days people use their phones and watch reels and pass their time. User-generated content is typically featured by social media via likes, shares, comments, and discussion.

According to the generation we could say that the people who are over the age of 65 years use mostly Facebook solely. This gives a rise to the marketers whose focus area is on old people, as old people use only face book, by the advertisements they will be attracted to it and may wish to buy which will result in the increase of marketers' profit. When we talk about the age group of 50-64 then we could say that the people are on social media where about 65% of people are using social media and basically face book. Within the percentage of 65, about 24% of people related to the LinkedIn for some business or job profiles and about 21% is using Instagram. By the above statistics we could say that every generation is attached to some or the other social media.

SOCIAL MEDIA ADDICTION

Everyone known what social media is and now we discuss social media addiction, firstly we

should know what addiction is, '**Addiction**' it is basically if a person is getting addicted to a particular substance, things or activity is known as addiction. For example: - if any person who drink daily alcohol if in any reason one day, he/she missed out the alcohol than he/she become worried about because they become addicted to that alcohol. it same as in case of **social media addiction** is when an extreme compulsion is felt by a person to log in or use social media, the compulsion may also be felt by them and devote a large amount of time to it.

Social media addiction means when a person is dependent on any activity or action. It is when people could not get over by using it continuously. This addiction to social media gives rise to many health problems in every person.

Due to use a large amount of time on social media it become an addiction and it is a negative impact on their daily activities and their personal relationships. On the survey of 2022 there are around 7.46% of social media users are addicts in last year. On the average of men and women using social media women average are high as compared to men average. There is certain symptom if a social media addicted person:

1. Check every hour social media
2. Spending long period of time on social media
3. Spend less time on offline activities
4. When not looking at social media our moods has been changed
5. Conflict because of social media use

Through social media people are get connected across the country, meanwhile whose family members are live separate, or the husband and wife live separately because of their professional work they are connected to video call through social media they are highly activated on social media, and it is become habit for them it is very beneficial for them whose family members or partners are live separate from them. According to the 2019 survey the use of social media is correlated with having more friends and more diverse personal networks. For 85% of teenagers, can feel more connected to peers, according to a 2022 pew research center survey of us teenagers.

WHY SOCIAL MEDIA IS SO ADDICTIVE IN OUR LIFE: -

There are several plausible potential intervening pathways relate youth's mental health to the amount of time they spend on social networking sites, and the ways in which they engage and interact online.

In today's era social media websites are so attractive, when a person receives a social media notification, like Instagram notification, comment or retweet the brain must be active to see what happened on the social media and they become addicted to that social media sites. The brain releases a hormone called dopamine when a person engages in a pleasure activity. Dopamine is responsible for those activities. In a 2020 paper in business ethics quarterly, the authors pointed out that people with social media addiction are benefitted by those who design social media platforms to be addictive.

MOST USED SOCIAL MEDIA APPS IN 2022 and 2023

- 1. SNAPCHAT:** - It is the most used app in last two years, through snapchat we can easily talk with friends, view stories from around the world, and getting updated to their loved ones. We have seen these last two years that snapchat is used by every person nowadays, people have gone mad for maintaining streaks. People on daily basis send snaps to their friends and their loved ones. People are getting check every hour if any notification is there from their friends. Concerning these aspects, we could now say that the people are very much addicted to the snapchat now days. We could consider the addiction of social media on our daily lives by a live example, as whenever we go out with our friends for some party or anything, we see that as soon as the food arrives everyone, take out their cellphones and start making snaps despite eating food as this is because they want to give everyone their updates through it. earlier people used to pray to the food when it arrives but now the scenario has been changed. Approximately about 15 million people use snapchat on daily basis. There has been a significant change in the percentage of snapchat users as it has been a remarkable increase of 40% from 2018 to year 2019. Maximum audience is Muslim who use snapchat social media.
- 2. INSTAGRAM:** - If you are more interested in looking images or short video clips or reel or want to become an influencer Instagram is the best platform to show your talent. Instagram is most used social media platform in the youths as it gives them facility for

talking, video calling and chatting and many other. On Instagram people posts their pictures, put stories, and can even maintain highlights. Approximately there are about 90 million people on Instagram in India as of reports in November 2021. The maximum group of people using Instagram is aged between 18-24. Instagram has its growth for about 5.6% to reach every quarter. The dark side of Instagram is that it has many fake followers and India is on the 3rd position of fake followers of Instagram after United States and Brazil. Some top Instagram influencers in India are no one else but our celebrities as Virat Kohli, Katrina Kaif, Anushka Sharma, etc.

3. **FACEBOOK:** - more than 2.8 billion users are needed to connect with most of the people from your current life. It is one of the most popular ways to buy and sell items locally, and now it is more popular marketplace. It is highly used by the age group of 65 years plus people. It is a good social media platform as it helps people in making new friends who have their profile on face book, it helps in being in touch with family and friends and even we could express ourselves. As per the number of users per city, Mumbai has the highest number of face book users, which is followed by the people of Delhi and Bengaluru. About 52% of the Indians use face book as a source of news. Some top face book influencers in India are Mr. Narendra Modi (Prime Minister), Priyanka Chopra, Sachin Tendulkar, etc. Some negative impacts of face book are cyberbullying, ruined relationships, stalker friendly, distraction and Insecurity.
4. **TWITTER:** - it is another network that is received a considerable amount of negative coverage. If any person is connected to social background, it is the best website for explore and connect with public. Twitter is that type of social media platform in which the people can keep their views in different platforms. For example, if someone is not happy with the management of the bus station then, one may tweet to the IRCTC officials for the same and within a day or two then concerned officials may see to it and even make a call to the person for conformation that the problem has been solved. India has approximately 7.7 million users on this social media. The most followed person on social media is our Prime Minister Mr. Narendra Modi with 50.2 million followers.
5. **LINKED IN:** - India is the second largest market for LinkedIn with approximately about 53 million active users and 7.5% of LinkedIn traffic is from India. Social networking is becoming one of the best ways to build your cv, find a new job, and

network within your professional circles. It helps in gaining exposure for hiring managers and the recruiters, demonstration of knowledge and creditability and leadership experience. LinkedIn can also be used as a research tool which is having a great job board and can gain social proof for our skills and the talents. People for increasing knowledge, they follow companies and get themselves added with the LinkedIn groups as per their preference. We can see the disadvantages of LinkedIn also as it is a very time investing social media platform as one not much aware of it may keep on spending number of hours on surfing over it, some of the accounts on linked are having expensive premium subscriptions and may receive late replies.

ADDICTION OF SOCIAL MEDIA ON DIFFERENT GENERATIONS

For every age group they are using different type of social media websites which can be further classified based on age factor, which is as follows:

1. **ABOVE 65:** we are starting this addition of social media on different generations with the over 65s age groups they are using different social media websites like Facebook, YouTube, and WhatsApp.
 - **FACEBOOK:** - old age people are scroll whole day to see news updates, talk to their friends, like the post and comments of their loved ones and relatives, friends.
 - **YouTube:** they are using YouTube for listening to their favorite music see their favorites episodes. Housewife are using to see the recipe of the food and getting kitchen ideas.
 - **WhatsApp:** they are mostly using WhatsApp for their business purposes and use for the payment. WhatsApp is basically a very easy to use that's why old age people are more preferred to use WhatsApp. It helps old age people to make groups with their friends and family to interact with them and talk to them whole day.
2. **AGED 50-64:** we are starting this addiction of social media on this age group 50-64 they are highly active on social media, doing professional work online. There are around 60%

of people in this age group have Facebook profile, linked in profile and Instagram to show their talent who are unable to work offline.

- **LINKED IN:** while considering the age group of 50-64 years there is approximately 20% of people, who are considering LinkedIn as it gives them job opportunities after their retirement and to the people who are lost their jobs due to some reasons. It includes a group of high-ranking professionals who use the business-oriented social network.
 - **INSTAGRAM:** People belonging to this age group are using approximately about 20% of this social media platform. We get a lot of updates, and we follow a lot of influences for some source of information.
3. **AGED 30-49:** It is that age group of people who are most likely to get information from social media only. This age group is mostly available on twitter, Instagram and very less on face book. The increasing use of these social media platforms as news sources have reframed perceptions of what social media can be. Social media brings news relatively earlier than the reporters or journals.
 4. **AGED BELOW 30:** They are the people who are addicted to social media at different platforms. The maximum they use is online gaming, Instagram, and You Tube. In gaming they consider the game named as PUBG the most.

EFFECT ON MENTAL HEALTH OF A PERSON WHILE USING SOCIAL MEDIA

As now days we can see that people are getting very addictive to social media and continuous use of social media is affecting their health in affecting mental health problems as anxiety and depression. Social media promotes negative experiences such as inadequacy about our life or appearance as the images shown on social media and people get influence because of it. isolation has been the reason for excessive use of social media platforms.

People are facing harassment and are being cyberbullied. Some are being bullied and some users are subjected to offensive comments. By fake rumor's, lies and abuse is leaving a lasting emotional scar in the mental health of a person. There of types of social media harassment:

1. **Concerned trolling:** in this type of social media harassment, they abuse of an artist's work and sent them damaging and insulting remarks disguised as constructive criticism. In these celebrations are very badly trolled by their followers who are not like their work.
2. **Cyberstalking:** in this type of social media harassment, they harass or frighten someone by use of electronic communication. Like sending threatening mails, threatening call and vice versa. because of cyberstalking people get effect on their mental health they might be go on depression, emotional breakdown, or suicide.
3. **Cyberbullying:** in this type of social media harassment, children and young people are commonly affected. They are bullying the people via call and SMS or different types of social media platforms and its very bad impact on their mental health who is suffering from this.

CONCLUSION

Social media is a online communication channel talk to their friends and family. Social media addiction when a person is addicted to any specific things or activity. When a person are addicted on social media they does not want to do offline activities they engaged whole day on social media websites. Most used social media websites are WhatsApp, Facebook, Instagram and snapchat and vice versa. people are engaged whole day on these websites to see posts, scrolling reels, maintain streak on snapchat, talk to their family, friends on WhatsApp to making a group. Social media is good but sometimes when people are addicted to these, they are suffering from sleep problem, problem facing on their studies, depression and so on. Through social media people are getting harasse online through cyberstalking, cyberbullying etc. Social media has very bad impact on the mental health.

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