



A Study on Social Media Addiction among Younger Generation

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Abstract : “Social Media makes the world as a small village in terms of easiness of communication and exchange of information and experiences.” (Albayan Magazine, 2010)

This study examines the nature and effects of social media addiction of the youth of Patna and its impact on their lives. Interview schedule and observation techniques are used by the researchers. The sample size consisted of 100 youth. The study explores what makes people addictive towards social media. The study of this research not only aims to create awareness to youth that how adversely and positively is the youth affected by the usage of social media but also help the

youth to understand the usage of social media efficiently. Social media has been ingrained into our society today to such an extent that it is virtually impossible for people to take you seriously, if you are not on any social media platform. Everyone is on social media – young, old, rich, poor etc. Everyone is always in frenzy when it comes to socializing online. This study is conducted through survey.

Keywords: Social Media Addiction, Awareness, Youth, Impact, Positive and Negative Effects, Data.

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Introduction :

We are in a digital world and there is no turning back. Social media is a revolutionary idea with a very bright future and scope of advancement. Social media has become a part of our lives and we are lucky to have them. It is a magical as well as beautiful platform, from where we can have all the information that we can ever have, but unfortunately, it has caused certain problems and we need to recognise that we just have to be aware of all the pros and cons of it. It does have certain drawbacks. It is all up to us to take the positive thing as much as possible limiting the negative ones.

As Albert Einstein once said, “I fear the day that technology will surpass our human interaction. The world will have a generation of idiots.” Social media is a great way to pass time and see whatever is happening around the world. It is very interesting and also very addictive.