



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.

The social media consists of several different websites and web applications. The most common are Twitter, Whats App, Facebook, LinkedIn, Pinterest, Instagram, Snapchat and so on. . The average social media user spends nearly two hours on their chosen platforms every day. That number is expected to increase as the networking sites continue to develop. Most young people use interactive technologies and seem to be living their lives online. It is important to consider the implications of young people's online living, especially for their development and well being. Not surprisingly, as the technologies changed, so did their use by youth. Studies have found an increase in psychological health problems and addiction due to heavy use of social media especially among adolescents and youth. "Addiction" is a serious mental disease that can lead to depression. Contrarily, someone with depression may be more likely to develop an addiction than someone who is not depressed. Addiction is characterized by engaging in irresistible behavior even though that behavior causes problems in your life.

The formation of World Wide Web and the subsequent influence in instantaneous connectivity of the Internet is regarded as the starting point of social media. Compuserve was the very first instance of online forums, a media for individuals to present a digital avatar of them and express their own opinions on varying subjects. According to CBS news, Six degrees is "widely considered to be the very social networking site" as it included "profiles, friend lists and school affiliations" in may 1997.

Overall, there are some 2.62 billion social media users around the world and this number is expected to grow to over 3 billion by 2021.

Causes of Social Media Addiction

When you go out of your home or travel in any public transport like buses, trains etc. It isn't uncommon to see people with their heads bowed down, looking their phones. There are several causes which raise this addiction among the social media users and those are as follows:-

- One of the cause of being addictive to social media is rise of digital age in which internet become more widely used, cheaper to access, and faster to load content. The rise of

smart phones with internet capabilities has made it easier for a person to access social media anytime and anywhere. Wherever they go they update status about what they are eating, what they are wearing, and who they are with that pave the way for addictive behaviour.

- FOMO is a large cause of social media addiction. Particularly in youth this nature is being found that they feel like "missing something" if they don't look at phone or social media constantly. So that fear of missing something or missing any update on social media makes the habit of checking it by time to time or in a short interval.
- Social factor is an important element of social media addiction. People have an innate desire to be social, and some analysts believe users can become addicted to the Internet because it facilitates social interaction.
- As we know every person in society seeks the attention or affection from family and other people around them but when a person feels alone or avoidance from the family or his/her nearby people then a kind of attraction pull them towards social media.

Effects of Social Media Addiction :

Social media have put many people in touch who otherwise and would not have had contact with one another. On the other hand, an individual who benefits from social media may also suffer a violation of their privacy, defamation, and cyber-bullying. So it is unarguable that they have both pluses and minuses to this interaction through social media.

Following are the Pros and Cons of social media addiction.

Some Positive Effects are:

1. By using social media people from anywhere can connect with anyone, they make many friends from different countries or societies and learn about their culture.
2. Social media has a lot of benefits for the students and teachers. It is very easy to educate others who are experts and professionals via social media.

3. With the help of social media people can get the facts and correct information by doing some research.
4. Social media is a platform that helps students to find good colleges and schools by knowing about the courses, facilities, fees, etc.

Some Negative Effects are:

1. People who spend a large amount of time online typically spend hours in one position such as sitting on a computer or holding a smartphone or other devices. All this time in one position can cause numerous physical problems such as backache, neck pain, headache, blurred or strained vision, etc.
2. Excess use of social media can lead to a feeling of anxiety and depression in the mind of the user.
3. To some people, the internet becomes the single most important thing in their lives, and they ignore relationships with friends and family.
4. Addiction to social media causes unhappiness. A person can feel unhappy after seeing other people's activity on social media. People who don't have many friends saw other people's status update and what they are doing with their friends, who would make them upset.

Review of Literature:

Subrahmanyam. K. (2011), studied adolescents use of interactive technology as well as better understanding of the developmental studies of adolescents' digital lives. It presented the comprehensive development of young people's interaction with new technology.

Prado. C (2017) discussed about how the use of social media and the internet instils habit in users: habits that to one degree or another change them as persons by altering their thinking attitudes and way of expressing their thoughts.

Young, K. (2011), studied subtypes of internet related problems such as online sexual compulsivity, internet gambling, MySpace addiction and video game addiction. It had brought attention towards the alarming threat of internet use by a research in 1996. Book

presented the data associated with prevalence of internet addiction in various countries, to gather a sense of the scope of the problem. It also provided a theoretical framework to understand how to define and conceptualized compulsive use of internet from clinical perspectives.

Nakaya.A. (2015), many people believe that addiction to the internet is possible. The exact reasons constituting internet addiction varies among the masses, but experts generally agree that addicts spend large amount of time online and that using the internet becomes one of the most important things in their lives. It has attached to the nervous system of the users and causing a threat to their social, spiritual and family life. People use the internet for a variety of reasons, including communication, shopping, banking and entertainment. Online activity is becoming increasingly integral to many parts of life. PEW research centre, Washington says that, "In future, accessing the internet will be effortless and most people will tap into it so easily that it will flow through their lives like electricity".

Significance of the Study:

Whenever time, money, effort and energy spend on a study, it has been accepted that in return the result of the study will certainly be having a bearing on mankind in some or other ways. So, it is important to give the significance of the present study.

This study attempts to recognize the impact of social communication on family members. Also, how familial relationship have changed after the emergence of social networking.

Objectives:

The research study aims to achieve following hypothesis:

- To know that the excessive use of social media affects the attachment of youth with their families and relatives.
- To know that the over use of social media can increase communicational Gap.
- To find out an addictive tendency of youth towards technology with respect to time spent on it.
- To find that the people are making stronger bond on social media than in person.

- To find out how social media is pushing especially youth people towards crime.
- To know what makes people addictive towards social media.
- To study the impact of social media on study or work.

Hypotheses:

- Social media is increasing communicational gap in families.
- Excess use of social media is involving the youth in crime.
- Addiction of social media is diverting the youth from their goal or achievement in life.

Research Questions:

- Q. Have you ever faced any negative or wrong incident or criminal act on social media?
- Q. Do you think social media is becoming one of the sources of crime?
- Q. Have you ever heard about any crime on social media that was faced by your friends, family or relatives?
- Q. Is it increasing communicational gap in families?
- Q. Has it affected your concentration on life goals or achievement?

Methodology:

Area of Study : The study area of our research work is as follows:

- Danapur
- Phulwari
- Boring Road

Sample Size: 100

Sample Unit: Patna

Tools and Techniques:

- Interview schedule
- Observation

Profile of the Respondents

Age group - 14-22yrs

Gender - both male and female

Qualification - secondary class students, undergraduates and post graduates

Occupation- they were all students

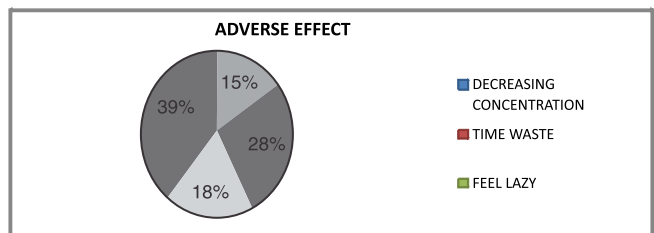
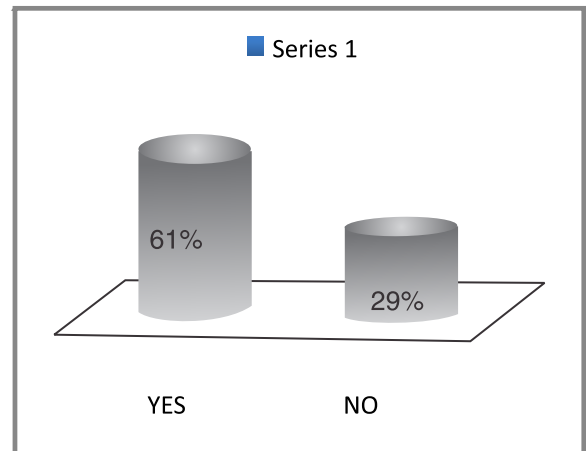
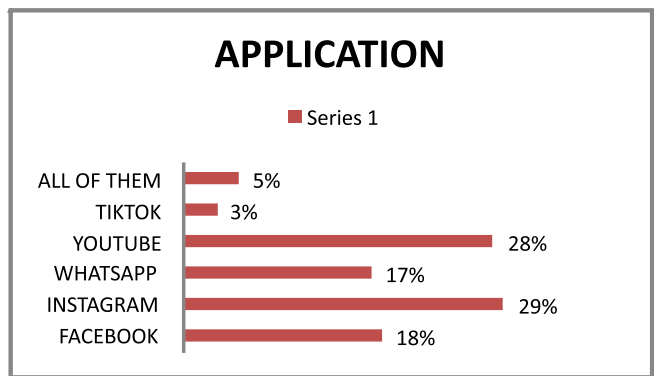
Social background- lower, middle and upper class

Data Collection:

Data collection is the procedure of collecting, measuring and analyzing research by using standard techniques. Primary as well as secondary data have been collected for the accurate insight of research.

Results and Discussion :

The research work titled “The study of social media addiction among younger generation” has been achieved on the basis of empirical study. Data collected from the respondents has been carefully analysed. The results also explain the validity of the hypothesis formulated. The data analysis has been represented with the help of bar graph and pie chart.



The results has been analysed and discussed in the following paragraphs:

1. It was noted that YouTube and Instagram mostly used application.
2. It was observed that youth showed more attraction towards social media due to connectivity with people.
3. It was noticed that 39% of youth noticed their decreasing capability after use of social media.
4. Due to emergence of online games like PUBG, Free Fire, etc., youth showed their keen interest in playing it.
5. It was also noticed that 61% of youth found social media more helpful than books, newspapers, articles, etc.

Hypothesis No.1. Increasing communicational gap in families

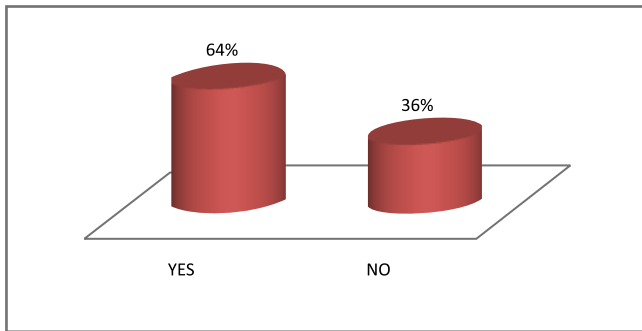


Figure no.1 proves 1st hypothesis

This figure represents communicational gap in families. 64% of youth says that social media is becoming the reason for the communicational gap and 36% says that they use social media very limited so they don't feel any communicational gap.

We took the hypothesis that social media increasing communicational gap in families. The data we collected prove the hypothesis. Hence, our first hypothesis is proved.

Hypothesis No. .2: Distractions from goals

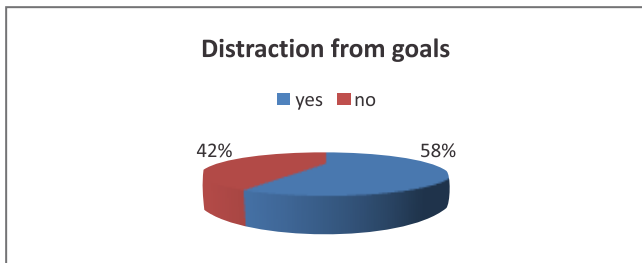


Figure no. 2 proves 2nd hypothesis

Above pie chart shows distraction from goals. 42% of youth says that they don't feel distracted from their goals and achievements and 58% youth says they feel distracted after using it. Our hypothesis is addiction of social media diverting the youth from their goals and achievements. Hence, above data proved our second hypothesis.

Hypothesis No. 3: Social media leads to crime

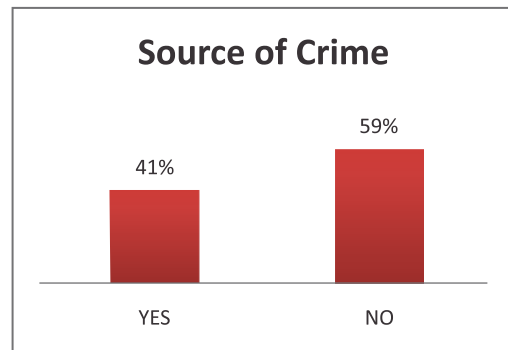
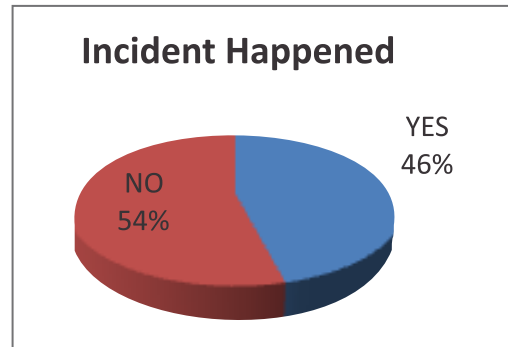


Figure no.3 and 4 disproves our 3rd hypothesis

Above figures represent the involvement of youth in crime. Among the sample of 100, 46% of youth agreed that they were once, twice or more than that involved in wrong incidents like crime happened to them whereas 54% of youth disagree with this hypothesis. Also, 59% of youth agreed that social media is not a source of crime. Hence, our hypothesis no. 3 is proved wrong.

Discussion :

Discussion related to hypothesis 1 : Many youth experienced detachment from their family as they don't like any interference of their parents or guardian while using social media. Even according to our findings many youth find the family gathering boring if they were not provided mobile phone for using social media.

Discussion related to hypothesis 2 : Addiction of social media is becoming the major reason for procrastination of study time of students. Some addictive users spend more than 6 hours on social media for watching videos, movies, and posts which took their utilizing time for concentration on life goals. Even some find their strong inclination towards online gaming like PubG which decrease their concentration.

Discussion related to hypothesis 3 : Many a time people share their personal information, pictures or videos which fall in wrong hands and they misuse it and threaten their privacy. Some people hack others due to personal revenge but some do it for fun among their friends to tease them and sometimes that leads to crime. Sometimes comments affect individuals to the extent that they lose their temper and start abusing on social media and threatening other people. But according to our survey youth thinks that they haven't face any crime due to social media. Thus our 3rd hypothesis is not proved.

Findings :

- Medical or engineering aspirants mostly use only YouTube for tutorial videos.
- Many of them think that social media should be used only in free time.
- They think that social media takes more time than it required.
- Instead of using social media as a helpful thing, some of them use it for competition like; they can talk to unknown people on social media for increasing their followers.
- We find that even by using social media, around 10% of youth haven't forgotten their cultural values and their religious practices.
- Around 50% of our sample size, they find strong bonding on social media than in person.
- We also find that some of them around 15-20% of youth are not aware of any pros and cons of social media.

Suggestions :

- One can divert their attraction towards social media by getting rid of notifications, because notification is the most distracting element to people.
- One can lessen their usage of social media by limiting their time on it, this can be very useful

technique, if a person sticks to the rules and honors the promise to themselves.

- Deleting apps is the best way to being unaddicted towards social media, because having more applications in phone means getting busier in phone.
- One can make themselves busy in other activities like playing football, playing piano, jogging, reading, swimming etc by which they will have no free time to check on social media time to time.
- People can create their own reward system to fight against the reward they get from using social media. All they need to do is to reward them every time when they resist their urge to use social media.

Limitations :

- Some of the students were so mischievous that they were not interested in giving their information related to social media.
- Some students were so shy that they didn't accept that they use social media but their friends claimed that they use many social media.
- Some of them were not seemed interested for giving data as they had no personal mobile phones, they directly refuse for providing any information related to social media.
- Some were taking it as a fun that in turn they started asking irrelevant questions to the topic.
- At some schools / colleges where we went for the permission for interviewing, the principals were not in favour to support us as they refuse to give permission.
- Those schools where we got the permission through some sources, they were so far away and were not straight routed from our college.

Conclusion :

Social media becomes 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. Social media has reduced the world to a global village. Youth can interact with people from other parts of the earth by just a click of the button.

On the other hand, Young people are exposed to gore images of murder victims, accidents, rape cases or even video footages of gun shootings, violence, verbal outbursts, nudism and explicit sexual content. All these kinds of gore content are in the domain of young people and when consumed for a long time can lead to serious mental breakdowns. For instance, they will start having anxiety attacks and fear of the real world.

So, it is all up to us to decide a limit beyond which we should not allow social media to affect our lives, relationships, carrier etc. and turn us to become their slave.

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