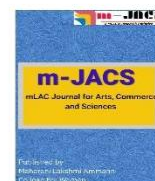




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### A STUDY ON SOCIAL MEDIA ADDICTION AMONG YOUTHS

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#### Abstract

Social media has become a widely used term today, referring to electronic communication platforms such as social networking websites and micro-blogging platforms. These platforms enable users to create online communities where they can share information, ideas, personal messages, videos, and more. While popular social media websites like Facebook, Twitter, Tumblr, Instagram, and WhatsApp have amassed millions of registered users, social media encompasses much more than just a sharing platform. It comprises interactive technologies that facilitate the creation and sharing of information, ideas, career interests, and various forms of expression within virtual communities and networks. Most individuals utilize social media networking sites to interact with both old and new friends, whether they are physical or online connections. The rapid evolution of technology has transformed the world into a global village, making communication more accessible than ever before. However, technology, like a coin, has both positive and negative impacts. Social media addiction, characterized by excessive concern and an uncontrollable urge to log on or use social media, can impair important aspects of life. This research paper aims to identify the types of social media platforms to which youths are addicted and analyze the positive and negative impacts on them. The data for this study will be collected from primary and secondary sources, and analytical presentations will be included.

**Keywords:** Social media addiction, online communities, Facebook, youths

#### Introduction

The pervasive use of social media has become an integral part of our daily lives in contemporary society. It serves as a popular means for social interaction, access to news and information, and decision-making. Social media acts as a valuable tool for communication, enabling individuals to connect locally and globally while sharing, creating, and disseminating information. With the advancement of internet technology, social media has emerged as one of the most significant sources of modern communication, attracting two-thirds of the world's internet population to visit social networks and blogs, fostering communication and connection.

Understanding the impact of social media on personal communication is crucial as its phenomena continue to evolve rapidly. Technology has revolutionized the way we do things, and nowadays, almost everyone utilizes social networking sites to interact and stay connected with people from anywhere, at any time.

Social media plays a role in the growth of online social networks, facilitating connections between user profiles and those of others or groups. Popular social networking sites such as Twitter, Yahoo, Facebook, WhatsApp, and Instagram are widely used for interacting with both old and new friends, whether they are physical or online acquaintances. Social networking sites serve as online communities where users can engage in personal, professional, or educational discussions related to mutual interests.

Millions of social networking sites have transformed the concept of a global village into reality, connecting billions of people through social networks. As individuals engage with electronic services like smartphones and tablets, interactive platforms are created, enabling individuals, communities, and organizations to share, co-create, discuss, participate, and modify internet content.

Social media has emerged as the most important and influential virtual space, serving not only as a social networking platform but also as a powerful digital advertising tool for businesses and products.

Social media addiction refers to a behavioural disorder where adolescents or youths become captivated by social media and struggle to reduce or cease their online media consumption despite the negative consequences and severe drawbacks. The addictive nature of social media is evident when individuals receive notifications, such as likes or mentions, that induce feelings of happiness. Social media offers immediate rewards in the form of attention from others with minimal effort, leading to a craving for likes, retweets, and emotional responses.

While many young people engage in some form of online media on a daily basis, social media addiction is characterized by excessive media consumption and increasing dependence on social media to derive feelings of well-being. Addiction to social media usage can negatively impact existing relationships, as it often leads to distraction and lack of attention, making it challenging for young individuals to maintain commitments to partners or friends.

The addictive nature of social media is attributed to its ease of access to information, convenient retrieval of data, and seamless communication with others. Constantly evolving tools and websites within web 2.0 facilitate quick information retrieval and enhance interaction and collaboration among users through social media platforms.

Today, social media has become so deeply ingrained in society that it is almost impossible to be taken seriously if one is not on a social media platform. Even the corporate world actively engages online, providing updates and addressing inquiries.

Numerous studies have documented the adverse effects of excessive social media usage and obsession with online presence, particularly on young people. These effects include issues such as low self-esteem and feelings of anxiety. Furthermore, social media has become a breeding ground for aggression and cyberbullying, with profound psychological impacts on youths.

## RESEARCH METHODOLOGY

- Objectives of the Study:

1. To find out on which type of social media the youths are addicted to
2. To analyze the negative and positive impacts on them by using social media.

- **Hypothesis of the Study:**

Social media usage is more associated to keep up with trends and news, and for entertainment purposes among youths.

- **Universe:**

The study is conducted in Bangalore among the youths above 18 years age.

- **Sampling Size:**

50 respondents (25 boys and 25 girls)

Youths were selected for the study. The reason is that they may use social media for different reasons higher compared to other age groups.

- **Sources of Information:**

This paper is based on both primary and secondary data. The qualitative approach was used which consisted of online questionnaire sent through link virtually using snowball sampling method for the study.

- **Limitations:**

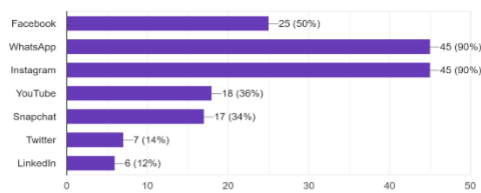
- This Research study will be subjected to some limitations:
- It has limited samples.
- The study is conducted among youths who are staying at Bangalore.
- Restricted to certain age groups between 18-30 years.
- The sampling used for the collection of data is snowball sampling.

## ANALYSIS OF THE STUDY

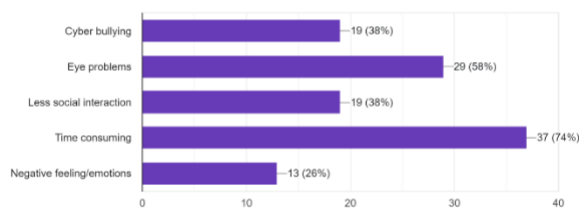
Data Analysis is a very important method to draw conclusions about a problem or topic.

In this background for this research 50 respondents were selected through snowball sampling method, with an online questionnaire sent through link virtually.

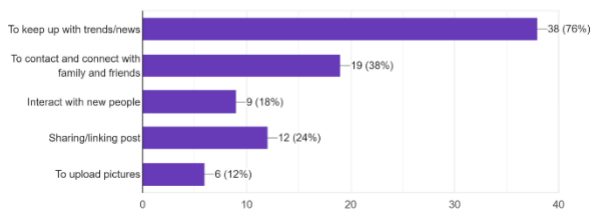
What social media do you use?  
50 responses



What do you believe are the disadvantages of using social media?  
50 responses



Why do you use social media?  
50 responses



Through this analysis of the opinions of respondents on social media addiction can be seen;

- According to this study, WhatsApp and Instagram are more used by almost all the respondents, followed by Facebook, YouTube and Snapchat.
- For Internet access method, 68% respondents use mobile data and remaining 32% use broadband/Wi-Fi.
- Youths believe that social media is more likely used to keep up with the new trends, news as well to connect with family and friends,

followed by to interact with new people, to share or upload pictures.

- The study shows the time spent by youths on social media 28% of respondents spend 1-2 hours, 46% of them spend 3-4 hours and remaining 26% spend more than 5 hours in a day.
- The study shows, 62% of respondents use social media for entertainment purpose, 26% of them use to stay connected with the people, whereas 12% of respondents use social media for study purpose and work related.
- According to this study, 58% of respondents feels that social media has both positive and negative impact as they experience both happiness and negative emotions, 26% of them are of opinion that social media is impacting positively as they experience sense of belonging, inspiration, motivational and helps in studies. Whereas, 4% of respondents feels that it is impacting negatively as they experience rejection in using it and remaining 12% of respondents think social media has no impact.

- 68% of respondents feels good in using social media. Whereas, 16% of them feel bad and worse by using it and remaining 16% respondents feels that social media does not affect all.

- The study shows that 42% of respondents feel relaxed, significantly the use of social media has increased, 30% of them think that they feel relaxed, remaining 28% of respondents disagree.

- 66% of respondents are addicted to social media and feel frustrated when they cannot use it. Whereas, 38% of respondents are not addicted because they disagree with it.

- Youths believe that the disadvantages of using social media will lead to more time consuming, eye problems, cyber bullying, less social interaction and negative feelings.

## FINDINGS OF THE STUDY

- WhatsApp and Instagram are used more almost by all the respondents followed by Facebook, YouTube and Snapchat.

- Youths use social media more to keep up with new trends and news, to communicate with family and friends, to interact with new people, to share and upload the photos
- youths spend three to four hours a day on social media and they are finding difficult to reduced the time spent on it.
- Looking at the personal benefits, uses, nearly 62% of youths believe that they get entertainment and to stay connected with people. Whereas, less than 10% are use it for academic purpose.
- Youths believe they experience happiness and sense of belonging when they are on social media.
- The use of social media among youths has increased significantly, as they feel relaxed when using it and feel frustrated when they cannot use it.
- Youths believe that social media has both positive and negative effects, sometimes they feel rejection and negative emotions
- Social media consumes more time, with increasing eye problems and cyber bullying as the disadvantages of using social media.
- Sometimes social media addiction allows youths to ignore offline relationships and responsibilities.

#### SUGGESTIONS

- Being conscious of how we are using social networking sites in the first place.
- To set limits on the time you spend on social media.
- The moment when social media starts to trigger negative feelings is when you need to stop scrolling.
- Digital detoxing from smartphones, tablets, social networking sites.
- Using social media in a positive way that strengthens and maintains connections with others.
- Social media can influence our mood, so if an account stirs up negative emotions, then it is the time to unfollow.

- Strategically plan and automate your work instead of using smartphones.
- Limit the use of social media and encourage good hobbies.

#### CONCLUSIONS

Social media is raising the trends of today's world, and internet has a great impact on people today like never before. It has been a constant source of entertainment and education for users across the world. Social media has filled every space of internet, leaving the next generation addicted and liable to serious mental health issues like depression and other mental disorders. The digital era has given us extraordinary development, but at the cost of destroying the basic structure of humanity: "Health". So being aware of what we are going through helps to maintain good life and inner harmony.

Today, social media is a part of our culture and everyday life, so it's important to take steps to be proactive and aware of how we use it and how it makes us feel, in order to avoid the negative effects that it can have. Setting limits on the time we spend and controlling what we see on our feed can ultimately improve our mental health and well-being.

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