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# Social Media and Addiction

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## ABSTRACT

*Well, we tend to sleep in a dynamic world of social media. Social media platforms allow us to share picture, videos and status updating revealing what's going on in our lives. They basically give us an opportunity to boast about ourselves. We want to look good and feel good about ourselves and show it to be the world. Research conducted at the Harvard University reveals that talking about ourselves makes us feel happy and high social media helps in rendering this affect. We post the best of pictures and talk highly about ourselves and our family on the social media. We try to show the amount of fun we are having in our lives. However, this is not it. We, then seek approval of others. We want to see as to how many people actually like what we are doing in life.*

**Keywords:** *Social media, Internet, health Issues, fatigue and stress, social media addiction, depression and anxiety.*

## I. INTRODUCTION

I'll never forget the moment I realized I was addicted to social media. Social media addiction has become a cause of concern. It hampering the students' studies and affecting their grades. Millions struggle with social media addiction, and it's time to break the cycle. It is also creating relationship problems and leading to issues such as anorexia and depression. Instead of connecting with their near and dear ones via social media, people have started competing with them. They want to post better pictures and status updates than others and want their profile to look the best. Social media addicts spend most of their time thinking as to how they can make their better than the rest.

Social media addiction, also known as social media use disorder (SMUD), The phenomena of social media addiction can be largely attributed to the dopamine including social environments that social networking sites provide. Social media platforms such as Facebook, snapchat and Instagram produce the same neural circuitry that is caused by gambling and recreational drugs to keep consumers using their products as much as possible.

The science behind social media addiction lies in its ability to exploit the mesolimbic system, releasing dopamine and endorphins that create feelings of pleasure and euphoria. Social media

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platforms utilize various tactics to activate this response, including infinite scrolling, personalized algorithms, and notifications that trigger the release of dopamine. As users engage with likes, comments, and shares, their brain associates these interactions with social validation, reinforcing the behavior. This cycle of craving and consumption can lead to addiction, as the brain becomes dependent on the constant stream of rewards. Furthermore, social media's ability to activate the brain's default mode network (DMN) – responsible for self-referential thinking – can foster excessive self-focus, anxiety, and depression. When you are checking social media, you are constantly switching from task to another because there are so many things to check out and to see. This information overload will wear out your brain power and make you feel fatigued. Every time your brain thinks, you use your will power and energy. Mentally, social media addiction is linked to increased symptoms of depression, anxiety, loneliness, and decreased self-esteem. Physically, excessive screen time leads to sedentary behavior, sleep disturbances, eye strain, headaches, and decreased physical activity. Socially, addiction erodes relationships, fosters social isolation, decreases face-to-face communication skills, and perpetuates unrealistic comparisons. Academically and professionally, social media addiction impacts productivity, focus, attention span, and job performance. Furthermore, excessive social media use exposes individuals to cyberbullying, online harassment, and privacy breaches. Financially, social media addiction can lead to compulsive shopping, online gaming, and in-app purchases.

To overcome social media addiction, consider implementing the following strategies. Start by setting time limits and scheduling social media use, and remove apps from your phone's home screen. Choose to spend 15 minutes a day on social media. You can check Facebook each day, but make sure you use only minimal time or only at a certain hour of the day. Replace social media with alternative activities like exercise, hobbies, or meditation. Turn off notifications and enable Do Not Disturb mode to minimize distractions. Share your goals with friends and family for accountability and join support groups for motivation. Practice self-reflection to identify triggers and set boundaries.

Do you know that as 61 percent of people check their phone 5 minutes after they wake up according to Deloitte global mobile consumer survey, and more than 96 percent will do that within an hour.

The study also found that as high as 74 percent of people will check their phones about 15 minutes before, they go to sleep. This survey simply shows that most people will use their phone the first thing after they wake up and the last thing before they sleep.

Finally, understand that technology is there to help us move forward, it is not created to waste

our time and make us less productive.

Social media can be a great way to connect with people, but you must not neglect the importance of physical communication with other, too. Never let these online social platforms take away your precious time or control your life, you should be the one that controls them as a tool.

If you find yourself spending too much on social media and are addicted to it, follow the advice above, get rid of the disorder and gain back the control over your life.

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