

# Social Media Addiction

## 1. Introduction

Thesis Statement: Although Social Media has revolutionized the world, its over-use has impacted the lives of humans. Its consequences are severe and strategies are needed to curb its addiction.

## 2. Social Media and its growing popularity

## 3. Why people are addicted to Social Media

(a) Ease and access of information in a single click

(b) A coping mechanism to relieve stress, depression and loneliness

(c) Immediate rewards in the form of attention for minimal efforts

(d) Deterioration of social and moral norms in the society

(e) Artificial Intelligence attracting people to feel the real life experience in an imaginary world

(f) Algorithms of Social Media

applications tracks the interest of user

#### 4 Consequences of Social Media addiction

- (a) Behavioral, emotional and cognitive changes in human brain
- (b) Facilitates an environment of comparison ~ low self-esteem
- (c) Reduces the ability of critical analyses on complex matters
- (d) Impacting Education ~ shortage of highly skilled personnel
- (e) Increased unemployment due to lack of skills ~ wasting time on Social Media
- (f) Economic disparities due to unemployment

#### 5 What needed to be done to curb Social Media addiction

- (a) Incorporate activities that aid in providing purpose and meaning to routines
- (b) Harboring real interactions instead of virtual ones
- (c) Reducing screen time

~ set a limit about the usage of applications

(d) Delegate Social Media to a separate device

(e) Role of parents in checking and counseling the children

(f) Role of government to initiate policies related to censoring social media platforms ~

An example of US class action against big tech

## 6. Conclusion

As the famous  
neuroscientist Alvaro says,

"It is okay to own a  
technology, what is not okay  
is to be owned by technology."

Certainly, the technology is among  
us and Social Media is one of  
them. Although Social Media has  
revolutionized the world and it has  
provided the humans necessary information  
and communication, yet it has made  
people addict to it. People are getting  
addicted to the Social Media for a  
number of reasons. People are using it  
as a tool to ~~cope with~~ cope with  
their worries,  
depression and loneliness, because in  
the real world, they have engage themselves  
in some sorts of problems. The deterioration  
of societal and moral norms are  
the key factors behind this. They do  
not get the required attention or  
appreciation from their fellows and in  
order to seek these, they get  
addicted to the Social Media. This is

because social media is the only place where they will be appreciated. Moreover, Artificial Intelligence and algorithms of social media has tracked the interest of <sup>these</sup> people and they find pleasure in seeing their favourite things. These all have negative impacts on them. Its overaddiction can cause behavioural changes in the mind.

It can cause stress, anxiety and depression. Along with this, social media addiction is proving to be a hindrance in the way of Education. People are wasting time on it and they are not able to read profound books which can enhance their skills.

This further leads to unemployment and economic crisis as a whole.

However, its addiction can be minimized by taking certain initiatives and involving parents and the relevant authorities to devise strategies in order to curb the over-use of social media.

This addiction of Social Media has been brought up by the growing popularity of Social Media. It has become an effective tool for communication and engaging with people. It has made communication much easier. People instead of having face-to-face conversation prefer Social Media. Moreover, it's a ~~perfect~~ perfect platform for them to show off their possessions. According to 'World Bank', there are about 4.2 billion users of social media.

~~This <sup>graph</sup> shows how much popular social media is and more and more people~~

This shows how much popular social media is and this will further increase as more and more innovation is being carried out.

However, its growing popularity has also made people

to become addict to it. They are over-using it. This is due to the fact that an information can be accessed in a single click. Instead of looking-out for the information in newspaper and instead of finding it from their fellows, they simply click and get the information with ease. According to the **Pew Internet Survey**, **61.4%** of world's population accessed the information through social media. This shows that how easy and quickly an information can be accessed through social media. That's why people prefer social media and its ease has made many people its addictive.

Another reason that why people are addicted to the social media is <sup>due to</sup> the fact many people in order

to cope <sup>up with</sup> their stress, depression and loneliness. According to a study by **Business Ethics from** social media platform ignite the same reaction in the brain as one <sup>when</sup> brain is engaged in some pleasure activity. Basically, it releases a hormone called **dopamine**. **Dopamine** is responsible for the feeling of pleasure. So when a person is feeling some sort of anxiety or depression, he uses social media and become an addict of it because it gives the feelings of pleasure.