

(2)

Social Media Addiction

Outline:

- 1- Introduction
- 2- An understanding of Social Media Addiction
- 3- Causes of Social media addiction
 - a- Novelty of content and Dopamine trap
 - b- Social media: an ^{easy} escape from difficult tasks
 - c- The sinister marketing tactics by companies on social media promotes addiction
 - d- Easy accessibility of mobile phones and internet
 - e- Addictive designs of social media apps
 - f- Quick remedy to boredom and loneliness - makes it addictive
- 4- Effects of Social media addiction:
 - a- Social media addiction leads to attention deficit

- b. Promotes self esteem and body image issues in people
- c. Social media addiction causes mental health problems
- d. Social media addiction leads to ^{habit of} comparison and dissatisfaction
- e. Social media addiction deteriorates performance in academics
- f. Impacts relationship with people outside virtual world
- g. Results in waste of time that might ^{have} been used productively

5- Remedies for Social Media addiction

- a. Understanding the severity of impacts
- b. Engaging in productive activities
- c. Breaking the cycle of reward system for brain
- d. Spending more time with friends outdoors
- e. Getting help from family, friends or professional

6- Conclusion

With the advancement in technology and invention of social media apps, it has become very easy for people to distract themselves instantly into a world of perfect pictures, perfect places and perfect lives of social media. Social media has made communication extremely easy and one can talk to anyone thousands of miles away with just a click. However, it has also made human beings addicted to it owing to the perfection it holds and displays. Human brain is not wired for such a huge amount of changing ^{processing} themes every minute. This has made humans hinged to the screens of their phones while completely ignoring people and world around them. Social media has become an epidemic addiction because it provides people with an escape from difficult and tough real life. Accessibility of cell phones, internet and social media apps has further added to the impact. Moreover, social media apps are designed in a way to keep people mindlessly strolling, as it benefits the stakeholders of companies showing ads on one's feed. Social media addiction has far reaching

impacts including attention deficit and mental disorders. It is \downarrow pertinent measures to curb this addiction (important to take) In order to ensure a healthy life.