

Social Media Addiction

1- Introduction

Thesis Statement: The pervasive role of social media is influencing the human lives, as it has become an addiction. The consequences of this addiction is unbearable. There is a need of preventive measures to establish controlled digital culture.

2- Social Media Addiction; An evil that persists in the society

3- Social Media addiction; factors which are causing this addiction are:

- a. Features of social media platforms that contributes to addiction; scrolling, notifications
- b. Social validation is fueling the desire for more engagement; FOMO a new concept
- c. Online games are promoted through social media results in more addiction
- d. Algorithmic personalization is engaging people by providing multiple options of their choice

4- Effects of Social Media Addiction:

- a. Procrastination and laziness are two major products of this addiction
- b. Physical activities are compromised; direct impact on human physical health

c. Young minds are deteriorating; higher rate of depression and anxiety

d. The comparison culture through social media is affecting psychological health; suicide culture

5- Social Media Addiction is shaping the cultural norms as :

a. Social Media addiction is promoting the superficial connections and real relations are compromised

b. Western culture is echoing and cultural norms are at risk

c. The privacy norms in the society are marginalized due to oversharing

d. Character assassination is become smooth in this age of media; Controversy era

b. Extremism is evolving continuously as social media has made easy to build narrative

6- Ways to control this use of social media :

a. Physical sports activities like games or exercise can control this addiction

b. Awareness related to digital detox and its benefits; society level task

c. Disable notification and diversification of activities to control this addiction

7- Conclusion

A memorable trip was heading to its destination; Kumrat. Suddenly, a person started yelling. He was shouting and arguing with his friends. Everyone was shocked on this behaviour, and the reason was 'a pack of cigarette'. Alas! Only because of his addiction, he created that scenario. But the point is that addiction of anything made a person helpless, likewise social media. Social media is itself an addiction that is weakening the fabric of mind and soul. It is the new age addiction and unfortunately, there is no specific age or reason of this addiction. People access social media to kill boredom or for some kind of entertainment, and without even realizing they have indulged in that. The media glorified that it has made the world; A global village, but actually people are heading towards the depths of loneliness and depression. The persuasive features of social platforms are attracting humans, like scrolling, snaps, chats and notifications. The evolving features are ^{also} continuously evolving the destruction of humans. The physical activities compromised due to addiction of media applications

and also affecting the mental and psychological health. Moreover, it is disrupting the societal norms of the society. The western culture is followed by youth, the privacy invasion and character assassination is common in it.

The most disturbing effect is; extremism.

The narrative building on social media is fueling extremism. It is important to take timely actions to control this. The pervasive role of social media is influencing the human lives, as it has become an addiction.

The consequences of this addiction is unbearable.

There is a need of preventive measures to establish controlled digital culture.

Social media has now become a crucial parts of life as it is providing information and knowledge. On the other hand, it has some negative points which are arguable. It is true that social media has made the life more easy and effortless. However, it is also evident that its negative role is manipulating the society especially young minds. The youngsters are mostly engaged in this use of infact abrupt

use of social media. The concept FOMO, fear of missing out something or influencing others is now become a habit or hobby. The productive or creative skills of minds are at risk due to this uncontrolled use of social media. It is slowly poisoning the internal thoughts of the human brain and engulfed it by despair. Social media has become an evil that persists in society and it is not possible to overlook it, but surely it can be controlled.

The major reason of social media addiction is its vibrant and persuasive features like different applications, unlimited scrolling, snap streaks, celebrity's post and continuous notifications. Smart phones are becoming very essential, as it seems like a part of body. The continuous popping on screen is distracting and attracting at the same time. Mostly people can not resist that notification and open the lock of phone. The wastage of time starts, from one application to the other, the fingers just click on the command of human brain,

and this is called addiction. The inclination of human towards the fascinating features of social media is innate quality, as human attracted to the vibrancy. The enhanced features should have some control system to detrack from them.

The social features of social media are aggravating new concept in the society; Social validation. The thought, that what others would say is engraving strong impacts on human's personality. People are ignoring their real motives and dragging the useless conceptions, that are basically misconception. FOMO; Fear of Missing Out, a new talk in the world is alluring youth towards it. This term is exciting in just its name but in reality it is developing anxiety or unease. The anxiety which people may feel when they believe they are missing out on exciting events or experiences happening in life, or lives of others as portrayed on social media. For example, the ^{during} season of cricket.

it becomes important to remain update about matches, but also about ~~their~~^{players'} private life lives. With the constant stream of posts, stories, and updates, it is easy to keep an eye on them. And if due to some, it missed, the anxiety starts. The FOMO can lead to feelings of loneliness and even a compulsive need to constantly check social media. It is important to remember that everything that is highlighted on media is not always true.