

## ESSAY

# SOCIAL MEDIA ADDICTION:

## OUTLINE

### Thesis Statement:

With the rise of globalization, the humanity has experienced a pervasive influence of social media in human life. The accessibility of social media and its addictive nature of online connectivity has led to a concerning rise in its addiction, impacting individuals' mental health, interpersonal relationship and social life.

### I. Introduction:

“Social media is just like a crack - immediately gratifying and hugely addictive”

Gary Vaynerchuk

Technological advancements and popular culture have given rise to the online interconnectivity and building of online community. This increasing addiction

of social media platforms have impacted the socio-cultural structure of the society by impacting family dynamics, personal life, mental and physical health. Therefore, it is pertinent to bridle unlimited expansion of social media by developing new laws and policies by encouraging offline social activities and hobbies.

## II. What is Social Media Addiction?

Caesar Lincoln

### III. The Pervasive Nature of Social Media in Contemporary Society.

Case in Point: "The Shallows"

Nicholas Carr

### IV. Factors Contributing Social Media Addiction:

A. Technological advancement and easy availability of social media

Case in Point: The Technological

Challenge by Yuval

Noah Harari

B. User-friendly media platforms for all ages.

C. The Rise of influence culture and online celebrities.

D. The increasing desire of social validation

Case in point: "Inextensible" by Adam Hattler

E. Algorithm personalization based on user's interest.

"Facebook is committed to give you the power to share experience"

(Mark Zuckerberg)

F. Constant flow of marketing and commercial content

G. People desire for escapism and entertainment

Case in point:

"The Big Disconnect"

Catherine Steiner

H. Platforms for education, and professional networking.

## V. Impacts of Social Media Addiction:

A. Social impacts.

1. Deterioration of family dynamics and parenting.

Case in points:

"Impacts of Science on Society" by Bertrand Russell

2. Strained Interpersonal relationship and isolation

Case in points:

"21 Lessons for 21st Century" Yuval Noah Harari

3. Social comparison and self-esteem issues.

Case in points:

"The Quest for Happiness" Bertrand Russell

4. Privacy concerns and data exploitation.

Case in point:

"Those who own the data own the future"

Yuval Noah Harari

5. Cyber bullying and online harassment

Case in points:

CEDAW Report-2020

6. Deterioration of mental and physical health.

## VI: Intervention to battle Social media addiction:

- A. Encouraging offline social activities and hobbies.
- B. Strong vigilance of parents.
- C. Implementing new laws and policies.
- D. Revival of offline social clubs and communities.
- E. Promoting sports culture.
- F. Reward based educational policies.

## Conclusion:

To conclude, the prevalence of social media addiction has brought about profound and multifaceted impacts on human life, relationships, family dynamics and human health. Addressing social media addiction required a collective effort from individuals, communities and platforms themselves.

Are we becoming the slaves of the internet and forgetting what matters most in our lives? If there were no internet, how would be human life? Would we be better human? These questions arise from a fact that globalization and technological advancement have deep-rooted in our human lives. The sharp rise of social media platforms has completely alienated us from our social life. People are so much indulged in social media addiction that they are depriving of their social values and interpersonal relationships. In the wake of getting comments and social validation, people especially youth are collapsing the upright building of social life. As Yuval Noah Harari noted in his article Humans have Bodies: Online social networks can help build a global humanity but still humans feel lonely and alienated. Besides, social media users most of the times face cyber bullying and online harassment. Similarly, social media addiction brutally affects mental and physical health causing aggression,

anxiety, dizziness and stress. Therefore, it is pertinent to curtail unbridled social media addiction through an integrated approach by all members of society. Furthermore, government and social media platforms should also shift paradigm of addiction by effective policies and legal framework.