



**“THE EFFECT OF SOCIAL MEDIA IN PEOPLE OF THE AGE 12 YEARS AND ABOVE ON THE BASIS OF SOCIAL MEDIA ADDICTION SCALE”.**

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**ABSTRACT**

*Social media use, while prevalent and seemingly harmless, can have detrimental effects on our physical and mental well-being. Excessive social media engagement can lead to a decline in cognitive function, including attention span, memory, and multitasking abilities. The constant barrage of notifications and the release of dopamine, a feel-good hormone, can foster addiction, making it difficult to break free from the cycle of social media use. Furthermore, the habit of checking social media first thing in the morning and before bed can disrupt sleep patterns and exacerbate feelings of stress, anxiety, and depression.*

**KEYWORDS :**

**INTRODUCTION**

Social media use is increasing in a day to day life and it is having some major repercussions on our physical and mental health. Social media has the ability to both capture and scatter our attention. Not only does this lead to poorer performance but it also shrinks parts of our brain associated with maintaining our attention.

Social media makes you addicted to your screens. it provides immediate rewards in the form of dopamine release the happy hormone every time. You post a get a notification from the app. This constant barrage of shallow rewards rewires your brain to want more of what caused that dopamine release. Which leads to social media addiction. Studies show that the brain scans of heavy social media users look very similar to those addicted to drugs for gambling.

Cyber bullying can be a serious issue where the victim can experience a huge amount of stress which leads to a decline in mental health and leading people to commit suicide which ultimately leads to death this is how social media can influence and affect one plan social media affected on human life as two types (Schwartz,J,2010)

- 1. Negative impact
- 2. Positive impact

**1. Negative impact of social media:**

While social media has its positive side many points to the platform and call out negative features, likening its overuse to an addiction. Some content test contributes to inattentiveness, stress, and jealousy. The National Centre for Biotechnology Information( N C B I ) links heavy social media usage to depression. Also many times social media may be conduit for misleading information and falsehood.

The 2016 American presidential election has well-documented accounts of the impact of the ability to spread false information through the platforms.

Such a phenomenon leverages the power of social media, allowing anyone to reach an audience of millions with content that lacks oversight or fact-checking.

Facebook is the largest social media platform in the world. As of January 2021, 2.74 billion users following Facebook and affected by many types of psychoneurosis disorder.

- poor sleep quality
- Low academics performance
- Low self-esteem
- Depression
- Loneliness

- Narcissism
- Ostracism
- Social media anxiety disorder.

**2. Positive impact of social media:**

Social media can be a great way to connect with people these days. Communication is very important with others Facebook, Instagram and Twitter have made it possible. There are myriad positive aspects to social media including new friendships, career opportunities, exposure and connection to new cultures and movements.

**Definition of social media :**

**“Social media is a digital platform of interaction where individuals generate, share, exchange and transmit information and ideas through virtual network.”**

**Definition of social media addiction :**

**“Exhibiting constant irresistible and excessive urge or need to carry out a behaviour or an activity which leads to causing significant problems in personal, social, and other areas of life.**

**METHODOLOGY**

The scale is developed based on items response theory (ITR) in which is contents 30 items related to positive and negative aspects of social media.

Give the questionnaires to the respondent person. They answer “yes”, “maybe”, and “No”.

Only you give 1 mark to “yes”

0.5 mark to “Maybe”

If any respondents leave the questions do not give any mark.

Now add the numbers of Yes,

And add the numbers of maybe

See Scoring Range and find the grade level of social media addiction.

**Table I.**

Grade level table

Sl No.	Grade	Scoring Range	Conclusion
1	I	1-10	No Addiction
2	II	11-20	Mild Addiction
3	III	21-30	Sever Addiction

**1. No Addiction:**

In no social media addiction the individual is able to modulate the usage. Time management and scheduling of daily activities is present, Personal, social and another areas of life are well maintained and are not effected with social media usage.

**No addiction has 1 to 10 scores.**

**2.Mild Addiction :**

In mild social media addiction the individual would find themselves using or spending most of their time on social media usage over performing activities of daily living or maintain personal care. A noticeable postponing or procrastination of tasks is witnessed in personal, social and other areas of life.

Mild addiction has 11 to 20 scores

**3.Severe Addiction:**

In severe social media addiction the individual finds it hard to quit or to stop the usage. There will be salience where the individual will be constantly preoccupied with the thought of wanting to use social media when unable to get access to it.A significant noticeable decline is witnessed in personal , social and other areas of life.

**Data Analysis**

The scale depend on the questionnaires

There are 30 questions

Each question is independent

Read the questions carefully

Marks yourself with honestly

There are three options

Yes -1

Maybe -0.5

No -0

Time- 10 minutes

Add total numbers:

No addiction -1 to 10

Mild addiction -11 to 20

Severe addiction - 21 to 30

Age- 12 years and above

If your answer is yes and maybe, total number is between 1 to 10 range of a scoring is called grade -I.

If your answer is yes and maybe total number is between 11 to 20 range of scoring is called grade- II

If your answer is yes and maybe total number is between 21 to 30 range of a scoring is called grade- III.

**Table II Scoring key with addict percentage:**

Grade	Scoring range	Conclusion	Percentage	Age range
I	1-10	No Addiction	46%	12-55
II	11-20	Mild Addiction	37.33%	12-55
III	21-30	Severe Addiction	16.67%	12-55

**Table III Social media uses with Age Range:**

Sl.No.	Age Range	Percentage
1.	12-22	50%
2.	23-33	28%
3.	34-44	13.34%
4.	45-55	8.66%

**Table IV Mild social media addiction (Age Range with percentage):**

Sl.No.	Age Range	Percentage
1.	12-22	44.6%
2.	23-33	25%
3.	34-44	19.6%
4.	45-55	10.8%

**Table V Severe Social media addiction (Age Range with percentage):**

Sl.No.	Age Range	Percentage
1.	12-22	72%
2.	23-33	28%
3.	34-44	Nil
4.	45-55	Nil

**Table VI Social media uses with Gender Ratio:**

Sl No.	Age Range	Male	Female
1.	12-33	30.4%	69.6%
2.	34-55	38.35	61.65%

**Table VII Uses social media age range with percentage**

Sl No.	Age Range	Percentage
1.	18-29 years	89%
2.	30-49 years	82%
3..	50-64 years	65%
4	65 and above	49%

**Who is more active on social media men or women?**

Men use social media to gather the information they need to build influence. Social media helps them perform research gather relevant contacts and ultimately increases their status. Female use social networking sites to make connections and stay in touch with family or friends.

According to data compiled by finances online.com Men use social media 72 % and women use social media 76 %

Behind every social media platform stand millions of women and they certainly seem to love their mobile phones.

A Nielsen study shows that women spend nearly 10 minutes social networking through the mobile web or through apps everyday.

Whereas men is spend a little less then 7 minutes .

**Table VIII Social Media Platform by User Gender with percentage:**

Media	Male	Female
Facebook	48%	52%
Instagram	42%	58%
Pinterest	40%	60%
Snapchat	30%	70%

**DISCUSSION AND CONCLUSION**

It has experienced that with the use of this scale (social media addiction scale). It becomes easier to screen out those people who give unlimited time on social media. There is no attention given to their personal life, personal care and mental health etc.

On the behalf of this test, we can find out that if he/she suffers from social media addiction. If one is found addicted then they should immediately contact clinical professionals, clinical psychologists, A B A therapists, and Counselors and psychiatrists of departments of any hospital in India.

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