In recent years internet usage among Youth has increased drastically, resulting in addiction to the World Wide Web in most cases. Internet addiction is nothing but psychological dependence on Internet by investing time and resources on online related activities, which when deprived exhibits hostile reactions offline like; anxiety, depression emptiness, etc. Online social networking has caused profound changes - in the way the youth communicate and interrelate. Several studies have specified prolonged use of Social Networking Sites (SNS), such as Facebook, Twitter may be related signs and indications of depression. College students are particularly vulnerable to pathological internet use like virtual communities and blogging behaviour, online shopping, mobile device behaviour, cyber bullying, addiction to cyber porn. In addition some experts indicate that certain SNS activities might be associated with psychosocial problems like "Fear of Missing Out” the popularity of SNS and sharing everything has led to new sensation. This paper focuses on recent findings suggested between SNS and psychological problems of youth, the causes behind it and discusses a few remedial measures.

INTRODUCTION
Youth are the hope of the future of the world or in other words the future of the world lies in the hands of the youth. It is they who build up the nations. Youth are the resources of the country and their empowerment is the empowerment of a nation. The present generations have their hope in the youth. Many adults are puzzled, and some are appalled, by the amount of time teens spend online and by what they seem to do there. These problems are most often psychological and are developed during their stages of development. There is no other way but to recognize, identify and find out remedies to such problems of the youth. The science of psychology and the Psycho analysis has been contributed much to the youth related problems and solutions.

METHODOLOGY OF STUDY
The study focuses on extensive study of secondary data collected from various books, National and International Journals, publications from various websites which focused on Social Media.

MAJOR GLITCHES:
Internetbuilds social isolation
A teenager at a computer or smartphone may look socially isolated, but, more often not, the teen is using that device to overcome social isolation—isoaltation that we adults have imposed. They communicated with their friends through social media, because that was often the only way they could reach them. In generations past, teenagers, and even preteens and younger children, socialized with one another as they walked to school and back every day. Feeling of isolation is more in girls when compared to boys. The feeling of unwanted ness is very much strong in them. They like to watch TV or other Medias rather than to relate with people around them. They privatize their time in front of the visual media.

Addiction to technology and social media.
Addiction is almost any kind of activity that people enjoy and engage in frequently. Used more conservatively and usefully, the term refers to an activity that (a) is compulsive in the sense that the person hasn’t been able to stop doing it, even with great effort, and (b) is clearly more harmful than helpful to the person engaged in that behaviour. When adults see teens are using computers and smart phones rather than playing outdoors or socializing in physical space, they find it easier to blame the computer and its supposed “addictive” qualities than to blame themselves and the social conditions that have deprived young people of the freedom to congregate in physical places, away from interfering adults.

Social media & sexual predators
Maximum parents are concerned that their child might meet a stranger online who would hurt them. Biggest fear expressed by parents are of “sexual predators,” “child molesters,” “paedophiles,” and “sex offenders” who might contact their child through their online participation. The fact is, child molestation is far more likely to be perpetrated by people who are well known to the child, such as relatives, trusted family friends, priests, and teachers, than by strangers.

Bullying through social media
Bullying is a serious problem wherever it occurs and indeed, there are some well-documented cases of cyberbullying (online bullying) that have ended in tragedy. As is the case for addiction, part of the problem with the term bullying lies in how people define or identify it is found that teens themselves generally had a more conservative and more meaningful way of identifying bullying: Bullying exists when there is an imbalance of power between two individuals or groups and the more powerful one repeatedly attacks the less powerful one in ways that hurt the latter. Boys engage in similar activities, but are more likely to call it pranking.

Power of Media Violence
Research on violent television and films, video games, and music reveals unequivocal evidence that media violence increases the likelihood of aggressive and violent behaviour in both immediate and long-term contexts. The growing body of video-game research yields essentially the same conclusions. Recent surveys reveal an extensive presence of violence in
modern media.

**Mobile device behaviour**

Social media and smart phones can feed disorders like narcissism, obsessive-compulsive disorder and social phobia, according to a new book by psychologist Larry Rosen. On social networking sites like Facebook, “a lot of people will post things like ‘I, I, I, me, me, me, it’s all about me,’ and that’s really exhibiting traits of narcissism. OCD manifests when young people can’t leave the house without their phones. They spend much of their day patting their pockets just to make sure that his/her phone is there, sort of like a safety blanket. The disorder is worse among young adults and teenagers they are literally acting like they have OCD.

**E-Commerce and online shopping**

Online shopping is addictive for the same reasons offline shopping does: a person gets a quick thrill from the acquisition and fails to make a connection to an actual impact on the wallet. The online buying addiction is a mental disorder among youths, which is expressed as compulsive, episodic purchasing goods. It can become as destructive as any other addiction types and result in a financial nightmare for the shopper and family alike. This is referred to as shopping addiction or compulsive shopping.

**Cyber Relationship Addiction**

Cyber-Relationship addiction is one impulse-control problem that is covered within Internet Addiction Disorder also known as (IAD). A Cyber-Relationship Addiction has been described as, the addiction to social networking in all forms. Social Networking such as Facebook, Online dating service such as Uniform Dating.com along with many other communication platforms, creating a place to communicate with new people. Virtual online friends start to gain more communication and importance over time to the person becoming more important than real-life family and friends.

“Catfish”: There are people who deliberately create fake personal profiles online with the intention of tricking an unsuspecting person into falling in love with them. These people are known as “Catfish.” The term “Catfish” has come from the title of a documentary film released in 2010.

**Online gaming addiction**

Video game addiction is a known issue around the world. Incidence and severity grew in the 2000s, with the advent of broadband technology, games allowing for the creation of avatars, ‘second life’ games, and MMORPGs (massive multiplayer online role playing games). World of Warcraft has the largest MMORPG community on-line and there have been several studies about the addictive qualities of the game. Addicts of the game range from children to mature adults.

**PSYCHOLOGICAL PROBLEMS**

Technology is a great thing. You want to create a six-second video of your cat? Or share your deepest personal thoughts in 140 characters? Go crazy. But, what we might not be realizing is the effect technology can have on us.

**Sleep.** Using a laptop, cell phone, Tablet or iPad late at night can seriously mess with your sleep patterns and habits, potentially leaving you with a sleep disorder. Late night use is also associated with stress and depressive symptoms.

**Depression.** A Swedish study found that participants who felt the need to have their cell phones constantly accessible were more likely to report depressive mental health symptoms.

**Addiction.** Several studies have actually suggested that the brains of technology abusers develop a certain pattern of change over time. Studies also suggest that the amount of times technology abusers check their gadgets are just enough to trigger the addiction-oriented parts of our brains.

**24/7 Stress.** When we come home from school or work and immediately hop on the Internet or turn on the iPad, our brains don’t get the chance to de-stress and unwind from the day’s activities, so our brains get stuck in stress mode 24/7.

**FOMO aka “Fear Of Missing Out.”** It’s a real thing now. The popularity of social media and sharing everything has led to this new sensation where everyone from middle-schoolers to working adults feel the pressure to attend every event and share every experience. It’s the “is everybody having fun without me?” disease. (Hint: they’re not)

**Isolation.** Related to FOMO, excessive technology use can lead to feelings of isolation or the eventual isolation of a person due to so much time spent with technology as opposed to making real connections like human friends.

**Incivility.** Research has shown that with the ascent of Internet and technology use, rudeness and incivility on social media sites has also increased. This is bad, as being rude to someone is wrong on its own, but it can also lead to Internet bullying.

**Insecurity.** Kind of like FOMO, social media, and constant access to it through our phones, tablets and laptops means we are constantly plugged into what everyone is doing. All the time. So we are constantly comparing ourselves to everyone else. All the time. But what we are seeing is everyone’s glamour shots and our average moments.

**Anxiety.** Social media on our gadgets can give us anxiety about everything from FOMO to fear that our life is not “pinteresting” enough. Literally. Surveys have found that women often have anxiety that they are not crafty, creative or cute enough after using Pinterest. Social media can also cause anxiety such as fear of not being successful enough or smart enough with use of sites like Facebook and Twitter.

With the recent traumatic news of Danny Bowman, the 19-year-old UK resident who attempted suicide after being obsessed with taking “selfies”, the general public has vocalized strong opinions on both sides of the social media debate. “However, excessive internet use can have serious negative consequences. Dr. Charles Sophy, a Los Angeles-based psychiatrist and Medical Director for the Los Angeles Department of Children and Family Services, explains that “no matter what genetics a teen may possess, they are impressionable and adding social media to the already prevalent peer pressure only ramps that pressure up further.” Research by the National Institute of Mental Health and Sciences (NIMHANS), Bangalore, reveals that 73% of teenagers have psychiatric distress, and that children in the age group of 13 and 17 are mostly addicted to Facebook. Internet addiction is now being treated as a mental illness and the number of those affected has reached such proportions that a specialised centre needed to be set up to study and treat the disorder. NIMHANS has done this in Bangalore with the SHUT clinic.

**Suggestion to Overcome the Psychological Problems**

Youth have got psychological problems and they must get rid of it in order to have a sound personality. The causes behind the problems of the youth must be remedied in order to develop their personality. The following are some of the suggestions:
CyberPsychological Training
Today there are several psychological centres available at our country. Youth shall be directed to such centres and must be trained well so that they may get the basic psychological knowledge. There shall be preliminary courses of psychology from school level itself. It is important and worthwhile to treat a person from his early stages of development itself. For that the parents and the teachers must be properly trained to educate their children or students properly. Proper knowledge of human psychology and the basic education into the Cyber Psychology will be to a great extend a remedy to the present day problems of the youth. It also serves as a preventive measure.

Rational-Emotive Behaviour therapy (REBT)
Similarly taking on a cognitive-behavioral approach, sought to establish a focus on rational-emotive behaviour therapy (REBT) for adolescent Internet addicts. They posited that low tolerance for negative emotional events that arise from irrational beliefs (frustration intolerance) might drive Internet addicts to seek the fantasy and control of the Internet.

Technology De-Addiction Clinic
Doctors at the Bangalore clinic, run by the National Institute of Mental Health & Neurosciences (Nimhans) to be first in India at our silicon city. Typically, the patients being referred are children whose parents are concerned either by a sharp academic decline or their child withdrawing from family interactions. Clinic is called SHUT (Service for Healthy Use of Technology)

Education to School / College Counsellors
Schools / colleges are concerned about the popularity of texting, selfies and multi-player online games have also been seeking help from the clinic. Nimhans staff can train the student counsellors, or hold awareness camps and screening and rehabilitation programs for addicted students.

Digital detox
It refers to a period of time during which a person refrains from using electronic connecting devices such as smartphones and computers. It is regarded as an opportunity to reduce stress or focus on social interaction in the physical world. Claimed benefits include increased mindfulness, lowered anxiety, better appreciation of one’s environment and becoming more people-oriented.

Religious Backup and Care
Support from a religion is inevitable in the psychological development of a person. No man can stand alone. Support and backup from a religious community will – no doubt – creates a feeling of confidence and trust in a person. Faith in god also adds to the hope of a person. Religious leaders have got a great role in leading and guiding the youth.

CONCLUSION
For youth, the Internet presents a number of risks along with a multitude of opportunities. The article reviewed suggests that some of the online risks facing youth are addiction, exposure to inappropriate material, cyber bullying and sexual solicitation. It is only now beginning to determine which youth may be at most risk for online addiction. With regard to treating addiction, cognitively based treatment approaches have shown some success, but more research is needed. Despite these risks, the research also suggests that the Internet can be beneficial for youth. It provides a vehicle to promote cognitive, social, and physical development. Although there are limits to which the Internet can be used as a means of learning, health promotion, and intervention delivery, nonetheless the Internet can be used to complement more traditional methods of delivering treatment interventions.

KEY WORDS
Social Networking Site (SNS); Psychological factors; Youth; Cyber psychology, Media, Behaviour Problems.

REFERENCE