ABSTRACT
Social Networking Addiction has become increasingly debated among experts and social network users. Addiction to the internet has been treated and studied for well over a decade. With the introduction of formats that allow users to interact more often then they may have previously done, such as Twitter, Facebook, Hi5, and Fraudster its addictive potential to the internet to promote such connection has become more plausible. This ability to interact can be quite elevating to moods, and be more easily accelerated into addiction. Any behavior which causes the elevation of a person’s mood can cause addiction to social networking. Addiction to social networking is a highly debated, but science has long since concluded that human nature can create an addiction out of almost every source. Does social networking addiction exist? How can such an addiction be diagnosed and treated? People who have become disconnected from, or have had an inability to connect too, social activities are more likely to use Facebook, Twitter, and abuse the foundations of social networking. The American Psychology Association (AMA) has been clear about their skepticism over social networking addiction. In fact, little research has been concluded on the subject. Instead, studies of the condition rely on theoretical papers. These papers rely on the observance of behavior and speculations of philosophical aspects. Psychiatrists often see social network addiction as a symptom of other underlying conditions such as loneliness, depression, anxiety, and phobias. The AMA and other expert organizations agree that there is a possibility, but require more in-depth investigation and research.
Researchers have suggested that the excessive use of new technologies (and especially online social networking) may be particularly addictive to young people. In terms of usage, the results of the Parents and Teens in 2006 Survey with a random sample of 935 participants in America revealed that 55% of youths used SNSs in that year. The main reasons reported for this usage were staying in touch with friends (endorsed by 91%), and using them to make new friends (49%). This was more common among boys than girls. Girls preferred to use these sites in order to maintain contacts with actual friends rather than making new ones. Furthermore, half of the teenagers in this sample visited their SNS at least once a day which is indicative of the fact that in order to keep an attractive profile, frequent visits are necessary and this is a factor that facilitates potential excessive use. Moreover, based on the results of consumer research, the overall usage of SNSs increased by two hours per month to 5.5 hours and active participation increased by 30% from 2009 to 2010.

In accordance with the bio-psychosocial framework for the etiology of addictions and the syndrome model of addiction, it is claimed that those people addicted to using SNSs experience symptoms similar to those experienced by those who suffer from addictions to substances or other behaviors. This has significant implications for clinical practice because unlike other addictions, the goal of SNS addiction treatment cannot be total abstinence from using the Internet per se since the latter is an integral element of today’s professional and leisure culture. Addiction, the ultimate dysfunctional state addiction. Addictions are empowered by emotional and mental states which are associated with craving for the substance, or in this case, the desire to maintain a connection to others through social networking sites. Addiction is a reaction to a habitual need to act in a way to relieve stress, emotional discomfort, or levels of sadness. Looking for healthy substitutes at the onset can help avoid addiction.

Symptoms of Internet/Social Networking Addiction.

- Social networking activities cause neglect of obligations such as housework, school work, and work.
- Pierre the truth about how much time you’re online.
- ou lose track of time when you’re on sites like Twitter.
- ou have mood swings when you’re on sites like Twitter.
- ou have increased awareness of the amount of networking use.
- ou become agitated or have mood swings when you’re forced to spend periods of time away from social networks.
- ou have gnawing feelings of guilt and shame over the amount of networking use.
- ou become agitated or have mood swings when you’re forced to spend periods of time away from social networks.
- ou have increased awareness of the amount of networking use.
- ou become agitated or have mood swings when you’re forced to spend periods of time away from social networks.
- ou have increased awareness of the amount of networking use.
- ou become agitated or have mood swings when you’re forced to spend periods of time away from social networks.
ou begin to lie in order to add excitement to your face.
ou are too preoccupied with the posts of those you follow.
ou prefer interactions on social networking sites over various intimacies with your partner.
ou are too preoccupied with the posts of those you follow.
ou begin to lie in order to add excitement to your Facebook and Twitter wall.
ou define yourself, or feel inflated and deeply saddened, by the number of friends or followers you have collected.

These are some of the most categorized symptoms of social networking addiction, though there may be many more. Keep in mind that these symptoms may also be related to other situation that have nothing to do with social networking or addictions at all.

Who's At Risk for Social Networking Addiction?
- People with prior addictions or addictive personality.
- Housewives or stay at home mothers who long for adult interactions.
- People with little or no at home support system.
- Individuals with social phobias.
- Teens are at the highest risk due to the natural processes of adolescent doubts and pressure.
- Those with depression or loneliness.
- Individuals with anxiety disorders.

Methods and Materials.

OBJECTIVES
- To understand the socio demographic profile of the respondents.
- To find out the level of social network addiction among the college students.
- “To study the level of social network addiction among college students.”

The researcher has used descriptive research design for the study. The universe consists of the students studying in SNG college at Coimbatore. There are 1500 students studying in this college. The researcher used Stratified random sampling for selecting samples. Stratifications were on degrees and batches. And lottery method was employed to select 100 samples from different stratifications. The researcher used self prepared questionnaire to collect the data from the respondents.

FINDINGS
- The nearly half (46%) of the respondents belong to the age group of 18-21.
- The more than half (67%) of the respondents were undergraduate.
- The more than half (62%) of the respondents are from rural areas.
- The majority (39%) of the respondents are having a family income of below 5000-10000.
- The vast majority (82%) of the respondents are from nuclear family.
- The more than half (57%) of the respondents are having 1-4 members in their family.
- The more than half (76%) of the respondents are staying with their parents.
- The vast majority (84%) of the respondents have been inspired by their friends for using the social network for the first time.
- The more than half (70%) of the respondents spend less than 100Rs for social network services.
- The vast majority (88%) of the respondents spend less than 3hrs for chatting per day.
- The majority (73%) of the respondents start using social network below 2yrs.
- More than half (57%) of the respondents grades are affected in college because of the amount of time they spend for chatting.
- More than half (55%) of the respondents often stay online longer than they intended.
- Very few (35%) of the respondents always aware about the consequences of long time chatting in social network.
- Majority (60%) of the respondents do not fear their life without chatting would be boring, empty and joyless.
- Majority (63%) of the respondents don’t lose sleep due to late night chatting.
- Nearly half (47%) of the respondents don’t feel that wasting money and time after long time chatting in social network.
- As per this study 98% of the respondents were addicted with social network chatting at medium level.

CONCLUSION
The social network is not an enemy just because people became dependent on it. Over the past years social media and its rises in popularity have come under scrutiny. Using technology and media was not only to and be a habit, but an addiction of sorts. Students were describing feelings of anxiety caused by their lack of connection. Studies show that addiction to the social network reduces the ability to concentrate in his academic degradation.

We conclude from the study that various aspects such as sex, source of motivation, amount spent per month, primary mode of accessing social network and time spent per session have had an influence over addiction of social network in students.
REFERENCE


The Nielsen Company (2010). Global Audience Spends Two Hours More a Month on Social Networks than Last Year. The Nielsen Company; New York, NY, USA.

Cohen E. (2009) Five Clues that you are addicted to face book. CNN Health, Atlanta, GA, USA.


Young K. (2009) Facebook Addiction Disorder? The Center for Online Addiction; Bradford, PA, USA.

