

SOCIAL MEDIA ADDICTION AMONG ADOLESCENTS WITH SPECIAL REFERENCE TO PALLASSANA PANCHAYAT

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ABSTRACT

Social media has become an integral part of adolescent life, influencing their behavior, social interactions, and mental well-being. While digital platforms offer opportunities for communication and learning, excessive usage can lead to addiction, negatively affecting academic performance, emotional health, and social relationships. This study aims to assess the impact of social media addiction among adolescents in Pallassana Panchayat, examining its psychological, behavioral, and academic consequences. The research includes surveys and interviews with adolescents, parents, and educators to explore patterns of social media usage, factors contributing to addiction, and its effects on daily life. The study also investigates the role of family, peer influence, and community awareness in shaping adolescent social media habits. Findings are expected to highlight key challenges associated with excessive social media use and provide recommendations for interventions to promote healthier digital habits among adolescents. This study will be valuable for educators, policymakers, and mental health professionals in designing strategies to address social media addiction and foster balanced digital engagement among youth.

Keywords: Social Media Addiction, Adolescents, Mental Health, Academic Performance, Digital Behavior

INTRODUCTION

Social media use is deeply ingrained into their daily lives. Pre-adolescents spend a large amount of time on social network sites which has become a daily routine for them. It is important to understand the nature of social media use among adolescents and its impact on them, especially psychological and behavioral issues like academic performance, creativity, emotional maturity and social skills etc.

In the present world social media has been taken as a great concern in social sciences research. Despite the fact that engaging in different forms of social media is a routine activity that research has shown to benefit children and teenagers by increasing communication, social connection, and even technical competence. O' Keffe & Pearson (2011) Social media sites such as Facebook, WhatsApp, twitter, Instagram and Myspace offer multiple daily opportunities for connecting with people with shared interests. During the last 5 years, the number of teenagers using social media has increased dramatically.

Adolescence and social media

In the digital age, social media plays a significant role in adolescent life, shaping their social interactions, attitudes, and behaviors. During adolescence, young individuals undergo crucial physical, emotional, and social changes, making them highly susceptible to external influences, particularly digital media.

Adolescents frequently engage with various digital communication tools, including instant messaging, social networking, video sharing, and interactive gaming. While these platforms help maintain friendships and expand social networks, excessive use can lead to addiction, altering social behavior and emotional well-being. Studies indicate that social media addiction manifests through compulsive usage, neglect of personal responsibilities, and emotional dependence.

The influence of media extends beyond communication, impacting fashion trends, self-perception, and lifestyle choices. Exposure to idealized images on social platforms has contributed to issues such as body image disorders, consumerism, and unhealthy lifestyle habits. While media can enhance awareness on educational and health-related topics, its negative effects, including social comparison, misinformation, and decreased academic performance, cannot be ignored.

To counteract these challenges, there is a need to promote balanced digital engagement through awareness campaigns, digital literacy programs, and alternative recreational activities such as sports and creative pursuits. Encouraging responsible media consumption can help adolescents harness the benefits of technology while mitigating its adverse effects.

Social Media Addiction on Adolescents

Social media addiction has become a growing concern among teenagers, with excessive usage leading to various psychological, social, and behavioral issues.

Positive impacts:

- **Social Connectivity:** Strengthens social ties and increases social capital (Ellison et al., 2007).
- **Identity Development:** Positive feedback on social media enhances self-esteem and well-being (Valkenburg et al., 2006).
- **Access to Information:** Acts as a key source of knowledge, communication, and entertainment.

Negative Impacts:

- **Mental Health Issues:** Social media overuse can lead to **Facebook depression**, anxiety, and stress.
- **Cyberbullying & Sexting:** Increased exposure to online harassment, trolling, and sharing of explicit content.
- **Privacy Risks:** Oversharing of personal information can lead to identity theft and online exploitation.
- **Social Comparison:** Comparing oneself to idealized online images can result in low self-esteem and dissatisfaction (Nesi & Prinstein, 2015).
- **Sleep Deprivation & Obesity:** Late-night screen time disrupts sleep patterns and may contribute to health issues.
- **Internet Addiction:** Reduced self-regulation can lead to compulsive social media use and detachment from reality.

Recognizing the Signs of Social Media Addiction

Social media addiction can significantly impact an individual's emotional and psychological well-being. Common emotional symptoms include depression, anxiety, mood swings, and feelings of guilt or euphoria when online. Many individuals experience dishonesty about their usage, defensiveness when

questioned, and a lack of time awareness, often leading to procrastination and an inability to prioritize daily tasks. Isolation from family and friends, agitation, fear, and loneliness are also prevalent among those addicted to social media. Additionally, boredom with routine activities may drive individuals to seek constant engagement online. Recognizing these symptoms early is essential for preventing further negative consequences and promoting healthier digital habits.

REVIEW OF LITERATURE

Bonsy M P (2021) aimed to investigate “A Study on the relationship between Social Media Addiction and Social Anxiety among adolescents” whether there is a relationship between social media addiction and social anxiety. It also focusses to measure is the adolescents in the Kuzhur grama panchayat are having social media addiction, due the increased availability of social media gadgets, as to support online learning that started during the lockdown period. The researcher finds that as the increased availability of digital devices the most of the adolescents are having Social Media Addiction. It also observed that there is an increased level of Social Anxiety Results shows there is a positive and strong relationship between Social Media Addiction and Social Anxiety, i.e. as Social Media Addiction increases Social Anxiety also increase.

Fanchang Kong, Jingkuan Qin, Bo Huang *et al.*, (2020) carried the study "The effect of social anxiety on mobile phone dependence among Chinese adolescents: A moderated mediation model" the study constructed a moderated mediation model, focusing on the role of rumination and self-concept clarity, to clarify the mechanism between social anxiety and mobile phone dependence in adolescents. A total of 1141 high school students ($M = 16.02$, $SD = 0.76$) participated in this study. Questionnaires were used to investigate social anxiety, mobile phone dependence, rumination, and self-concept clarity. The findings of the study (1) After controlling gender, age, and grade, social anxiety positively correlates with adolescents' mobile phone dependence. (2) Rumination plays a mediating role in the relationship between social anxiety and mobile phone dependence. (3) Self-concept clarity moderates the effect of social anxiety on the rumination. One limitation of the study is that the cross-sectional design of the study cannot examine the causal relationship between social anxiety and adolescents' mobile phone dependence.

Pierre de Bérail, Marlène Guillon *et al.* (2019) studied the determinants of YouTube addiction using a cognitive-behavioral framework. Their research explored the relationships between social anxiety, parasocial relationships with YouTubers, and YouTube addiction through an online survey of 932 participants. Various psychological scales, including the Leibowitz Social Anxiety Scale and Parasocial Interaction Scale, were used for assessment. Findings indicated a significant positive correlation between YouTube addiction and parasocial relationships ($r=0.37$, $p<0.001$), as well as social anxiety ($r=0.32$, $p<0.001$). A key limitation was the gender imbalance in the sample, with only 27% male participants.

RESEARCH METHODOLOGY

Objective of The Study

- To study the socio-economic background of the respondents.
- To understand the factors responsible for social media addiction among adolescents.
- To find out the impact of social media addiction among adolescents.
- To know about the level of social anxiety among adolescents who are in social media addiction.
- To find out the suggestions to overcome the social media addiction among adolescents

Research Design

The research design used for the study is descriptive in nature.

Universe of the Study

In the study on *social media addiction among adolescents with special reference to Pallassana Panchayat*, the universe would include **all adolescents within a defined age group (13–19 years) residing in Pallassana Panchayat.**

Sampling Method

In this research study the researcher adapted the **Non- Probability Sampling Method** in which the researcher used the **Convenience sampling method** for collecting the data from the samples.

Sample Size

The sample size is 60

MAJOR FINDINGS

- The majority of the adolescents (50%) are from the age group of 17- 19 years.
- The majority of the respondents are females (73.3%).
- The majority 95% of the respondents are having personal gadgets like mobile phones/ tablets/ laptops.
- The majority 70.0% of adolescents are spending more than 2 hours on social media.
- More than half of the respondents (76.7%) live in a nuclear family.
- The majority of the adolescents (35.0%) are from college.
- The majority (83.3%) of adolescents are from middle class families.
- Above 48% of adolescents have a moderate level of social media addiction.
- It is found that 43.3% of adolescents are having moderate levels of Social Anxiety.
- There is a significant association between education and social media addiction.
- There is a significant association between age and level of anxiety among adolescents.

- There is a positive relationship between spending time on social media and factors responsible for social media addiction.
- There is a significant relationship between spending time on social media and level of social anxiety.
- There is a significant relationship between family structure and impact of social media addiction.
- There is a significant difference between age and factors responsible for social media addiction.
- There is a significant difference between family structure and impact of social media addiction.

SUGGESTIONS

- A supportive network should be formed at school and college level, improving confidence and removing the social phobia
- Teachers and parents should encourage creative thinking in adolescents.
- Provide telephonic counselling and psychotherapy.
- Government should insist teachers to analyse the possibilities of social media addiction in students, by conducting tests.
- School social workers are to be employed in schools, so as to counsel an adolescent who shows some signs of social media addiction.
- Sporting activities should be emphasized in schools to reduce the level of aggression in schools and colleges.
- Imparting life skills education for Adolescents help them to modify their deviant behaviours.

CONCLUSION

The researcher investigated the effect of social media addiction among adolescents. It also focuses to measure the adolescents in the Pallassana grama panchayat who are having social media addiction, due to the increased availability of social media gadgets after the pandemic. It is found that as the increased availability of digital devices the most of the adolescents are having Social Media Addiction. The use of social networking sites has an adverse impact on mental health in adolescents. It is observed that adolescents become more aggressive, violent and other destructive behaviour found in users of social media. It is recommended that the importance of learning to use in limit or with self-control of social media for the better purposes, which can be helpful to pre-adolescent for their development, academics and manage their emotional status as well as mental health.

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