

SOCIAL MEDIA A SURGES OF DOPAMINE FOR YOUNG ADULTS

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Abstract

Social media is meant for people to stay connected. Social media like Facebook, Instagram, and Snapchat are the most recent trendy applications throughout the world. According to the statistics, in 2021, there will be approximately 4.26 billion users of social media, and by 2026, the number of users may reach up to six billion. The increasing number of users of social media shows the addiction it creates among users. The continuous use of social media demolishes a person's intimate space in social life. Sharing personal issues on social media causes negative impressions in society, leading to depression and changes in human behavior. The article concentrates on how the overdose of social media usage affects young adults. This study employed qualitative research methodologies. The findings of the qualitative study were obtained from a variety of secondary sources, such as news articles, academic journal articles, and previous theses. The library method was utilized, and reading and observation were compiled from news articles and academic journals. According to the findings of the study, social media addiction is characterized by a decrease in self-control. This article examines the physical, mental, and educational effects that social media may have on young students. It is essential to determine a solution to this problem. Access to social media should be restricted by parents. Reduced screen time will build young learners physically, mentally, and academically. The negative effects of social media can be reduced by monitoring students' academic progress and addressing issues as soon as possible.

Keywords: *depression, addiction, mental health, physical health, social media*

Introduction

Social media use has become a "global consumer phenomenon" in recent years. Today, adolescents frequently utilize social media websites. However, social media platforms can be abused or exploited, leading to addiction. Facebook is the most prominent social networking site in the world, according to statistics (Figure 1). WhatsApp and YouTube are two additional social media networks with over a billion users. There are approximately 7.7 billion people in the world, and at least 3.5 billion of us are online, which is enormous. It indicates that more than two-thirds of internet consumers and one-third of the global population use social media websites. Facebook is followed by YouTube, Instagram, WeChat, TikTok, and Snapchat on the list of the most popular social media platforms. Social media was created for entertainment, and it is not a substance that can be abused to the point of

addiction. According to Marengo et al. (1), the popularity of social networking sites among adolescents has increased as a result of COVID-19 pandemic measures. Several nations enacted these social isolation and quarantine measures regarding social networking. In the context of online education, the use of social media has increased, particularly among children and adolescents. Intensive use of social media will negatively impact both mental and physical health. This article will discuss the causes and treatment of social media addiction among adolescents.

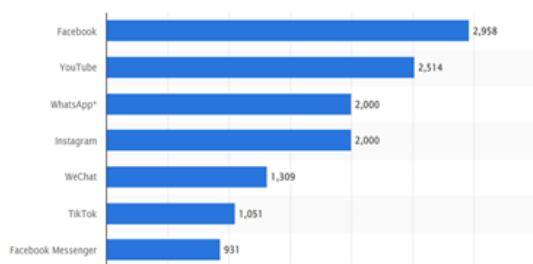


Figure 1 Source Statistics for 2023

Usage of Mobile Phones

Mobile devices are always within reach, making them more alluring than a PC, which you can walk away from. They also create a habit that's hard to control. They also produce problematic habits. Smartphones have become responsible for the rise in internet usage. In 2017, the first iPhone was introduced. Later, it becomes a necessary element of human life. Later in 2023, the addiction level to intelligent phones increased. According to research, more people own smartphones, and many smartphone owners use their device's capacity to link them quickly to the Internet. Marketing mass messaging services provides fantastic benefits to businesses and customers; however, humans rely heavily on phones for connection and communication, so determining the excessive average screen time consumption can be challenging. Overuse of mobile phones puts users at risk of developing an addiction. For instance, 29% of respondents to a 2012 survey by Time magazine and Qualcomm (2) stated that their smartphone was the first thing they looked at every day. Every ten minutes, one in five respondents checks their smartphone. If there were no social media, there would be a huge decrease in the visibility of social, ethical, environmental, and political issues. The balance of influence has changed from a small number of individuals to the rest of the population as more people are aware of the issues (3).

Research Methodology

Study Design and Setting

This study conducted qualitative research to gather its data and findings, employing the library method. Researchers generally use the library technique, usually referred to as library research, to collect data and study evidence. It

exemplifies that the information obtained is accurate and used as a resource in scientific research. This method typically becomes the predominant method of researching social science and economic studies. This method is one of the most crucial ways to learn about the research assignment. This approach is to gather as much data as is feasible for the study's subject. Reading and referencing sources is the foundation of the process.

Data Collection Tools and Techniques

The findings of the qualitative study were gathered from an extensive number of secondary sources, such as newspaper articles, academic journal articles, and previous theses. This research used a descriptive survey methodology. The investigation is based on facts from the real world.

Results

Social Media Affects Mental Health

Tom Holland, who played Spider-Man, has 68 million followers and said in August that he would take a pause from social media in order to enhance his mental health. "I find Instagram and Twitter to be overly stimulating and overwhelming," he stated on Instagram (3) suggesting that social media connections reduce anxiety and depression. Socializing with people will increase social esteem and happiness in life. Social self-esteem is intended to promote mental health, whereas low self-esteem develops several mental illnesses, such as depression, eating disorders, and addiction. Nowadays, people rely more on social media like YouTube, Facebook, and Instagram to learn about others. These platforms are for writing individual opinions and sending messages. It can easily connect people from different parts of the world.

In Kerala, a 14-year-old boy's parents believe that their son's video game addiction negatively impacted his mental health and finally resulted in his suicide. Two weeks ago, the boy's body was found unnaturally at home, and his parents discovered him dead two days later. (5)

When used in this context, the term "mental health" covers a wide range of actions that are either directly or indirectly connected to the mental wellness component. Young users' addiction to social media may impact their mental health in both good and bad ways (6). The frequent

use of mobile phone apps by young people may be harmful to their general health, according to evaluation of the research ((7), (7), (8)). Increased usage of social networking platforms is commonly linked to addiction symptoms related to the user's mental health, such as withdrawal and diversion (9). According to Jeri-Yabar et al. (10), excessive social media usage among young people may be linked to depression, especially when it comes to users of Twitter as compared to Facebook and Instagram users. O'Reilly et al. (11) expanded on this, stating that the use of social media may directly contribute to mental health issues such as suicide and depressive thoughts. People with low self-efficacy and high social anxiety may be more motivated to actively participate in social networks on the internet because of their social anxiety (12). Atroszko et al. (13) found that young people with social anxiety might engage in social space activities to decompress from stress in their everyday lives.

It is comparable to the psychological concept of "imposter syndrome." According to this concept one will start to realize that they are really excellent at certain things as they become more mature, well experienced, and hope that the distance between them and others keeps decreasing. The imaging about oneself is tiresome. "Adolescence and the early twenties in particular are the years in which you are acutely aware of the contrasts between who you appear to be and who you think you are," claims Dr. Wick (14).

Social Media Affects Physical Health

According to Billieux, J. et al. (15) and Zulkiflee & Ali (16), excessive use of mobile devices can lead to psychological issues like mobile phone addiction and dry eyes, computer vision syndrome, thumb and wrist weakness, neck discomfort, and increased hallucinations. This behavior could impede cognitive functions, hamper judgment, and encourage dependency.

This is shown by the fact that a video game-obsessed teen from Thailand was found dead after a multi-night endurance session. According to The Mirror, 17-year-old Piyawat Harikun was found by his father playing an online multiplayer fighting game on Monday at their home in Thailand. Authorities think the teenager died of a stroke; he was found dead next to a computer chair in his room.

Pictures show that when Harikun's father discovered the horrifying discovery, his drapes were drawn and his desk was covered with food containers (17). A second factor is the content that adolescents consume. They sometimes fall victim to Snapchat and TikTok posts encouraging unhealthy challenges, which can lead to suicide. Following individuals with a negative influence tends to have a greater negative impact on health than actively engaging and posting.

Nylah Anderson, a 10-year-old Chester resident who liked watching TikTok videos, agreed to the "blackout challenge" in December 2018 because she thought it was a fun task. She self-suffocated and passed away. In Philadelphia's federal court, her mother filed a claim against TikTok (18).

The signs of excessive mobile phone use include

- Examining your phone without justification
- Without it, you could feel anxious or restless.
- Amid the night, waking up to check texts

Professional performance could suffer from distraction from smartphone applications. According to Lee, J., et al. (19), mobile phone addictions are often linked to suicide ideation and mood changes in young people. Excessive use of cellphones and social media, according to Ruiz-Ruano et al. (20), is associated with experiential avoidance, a strategy for avoiding thoughts, emotions, memories, and physical sensations. Teenagers who had suffered emotional abuse as children had problematic smartphone usage, according to Emirtekin et al. (21), which was mediated by problems with body image, depression, and social anxiety.

Impact of Social Media on Academics

Teenagers' poor smartphone usage and feelings of loneliness are related, which may result in problems at home, with friends, and in the classroom (22). According to the findings of cohort research, using a smartphone and spending a lot of time on screens in general are substantially connected with academic stress scores and raise the risk of experiencing extraordinary academic stress.

The usage of electronic gadgets for social contact and entertainment may potentially play a role, claim Ritchie and Tucker (23). Research found that more than 30% of

teenagers use their mobile phones and other gadgets for social connection. A student's academic performance may be impaired and their stress levels raised if they spend an excessive amount of time engaging in social and recreational activities.

A more lively and quick-paced digital world is made possible by the fast expansion of the diversity of digital media devices. It seems that kids and teenagers adapt to contemporary technology quickly. However, a growing body of evidence indicates that excessive screen usage has detrimental consequences for one's physical, psychological, social, and neurological health. Even though the Internet is still a powerful force for good in many people's lives, some people may get addicted to it. Teenagers are a reason for worry because of their rising internet use and propensity to acquire addictive behaviors (24). Unquestionably, the rise in smartphone and social media use is one of the trickiest issues the social sciences are now facing.

Social Media Addiction and Depression

Melis et al. (25) describe the dopamine theory of addiction as follows: "In short, the hypothesis says that when addicted people have less dopamine function, they become less interested in non-drug-related stimuli and more sensitive to their favorite drug. This leads to the idea that restoring dopamine function might be therapeutically helpful." Dopamine produces neurotransmitters in our brain that are responsible for pleasure. This pleasure is responsible for all kinds of addictions.

Social media companies have come under fire from the parents of a 17-year-old kid who killed himself after becoming addicted to Snapchat and Instagram. The young person allegedly committed suicide seven years ago as a result of social media addiction, according to a complaint. Christopher J. Dawley of Wisconsin shot himself in the head with a 22-calibre rifle on January 4, 2015. According to the Social Media Victims Law Centre (SMVLC), he texted his buddy "Godspeed" and wrote on his Facebook page, "Who turned out the light?" before taking his own life. His parents have now sued social media corporations, seven years after he passed away. (26)

According to a study titled "Social Media Use Linked to Depression in Adults, 2021," (27) Perlis, a professor of

psychiatry at Harvard Medical School and Massachusetts General Hospital, found that adults who used Facebook, Tik Tok, and Snapchat were significantly more likely to report feeling depressed the following time they filled out the survey.

Young people say there may be reason for alarm. In a study by the Royal Society for Public Health, British teenagers between the ages of 14 and 24 were questioned about the effects of social media on their health and happiness. The study found that the use of Snapchat, Facebook, Twitter, and Instagram boosted emotions of hopelessness, anxiety, negative body image, and loneliness (28).

Discussion

Alternative Solution

The preceding examples demonstrated social media's harmful impact on young learners. Theoretically, individuals may be reminded of what they've been missing over the last year by witnessing others enjoying life or allegedly living their best lives on social media. The American Psychological Association's chief scientific officer, Mitch Prinstein, advocated keeping in mind that social media often serves as a "sizzle reel" for people. According to him, "Social media is the empty calories of social interaction." Social media is simply replacing the need for social contact with something artificial and insufficient since human brains were not designed for this kind of social engagement (29).

Role of Parents, Teachers, and Society

Using less technology yourself is the best thing parents can do to lessen the risks it poses. Parents have a duty to model appropriate computer use for their children. Most of us check our phones and emails excessively, either out of curiosity or habit. Children should be used to seeing their parents' faces, not our bent heads in front of screens. Create a technology-free place and time in the house when nobody is allowed to use a phone. Dr. Steiner-Adair advises the parents are advised not to walk in the door after work, say "hello" for a little moment, and then say, "I'm just going to check my email." In the morning, rise 30 minutes before your kids and check your email. Give them your full attention until they go through the exit.

Additionally, parents shouldn't talk on the phones when driving to or from school since this is an important time for dialogue. (14)

Dr. Jacqueline Sperling says that "Parents' frequency of electronics use can set the tone for what is permissible for their children. If you want your children to put their phones down at dinner that will be more likely to happen if you do the same" (30). More than with their parents, young people spend more time in schools and colleges. So it's up to parents and teachers to divert youngsters from the fantasy world of social media into the real world. Moral value classes must be included in the class syllabus. Moral values can help the youngsters implement them in their real lives, and it will add value to them in society. Where teachers, learners, and parents are part of society. Thus, society also plays an important role in the future of young learners. Awareness about addiction centers and the benefits of DE centers should be spread among youngsters.

Limitation

This study is limited only to adolescents. Social media does not only affect adolescents but also people of every age. However, the study focused on mental and physical issues among adult learners. This issue has raised awareness among youngsters. Furthermore, the researchers selected social media as their primary research area rather than other forms of media because it is a tool that, if misused, can adversely affect users and readily influence others. The selected social media sites are also limited to the most recent, widely used platforms, including Facebook, Twitter, Instagram, WhatsApp, and WeChat

Conclusion

Through this research, readers gained an understanding of the effects social media can have on health, education, and students. It is essential to discover a solution to this issue. Limiting their access to social media is an efficient method. The bulk of social networking sites' drawbacks may be lessened by setting time limits on how much time is spent there. Students can avoid the negative effects of social media on their education by paying attention to their academic performance and resolving any problems. It is

impossible to predict how many additional aspects may appear in the future as a result of the current student population's use of social media. Throughout the years, young people's use of social networking sites has accumulated a massive following.

Declaration of Interest

The authors report no conflicts of interest

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