

ADDICTION TOWARDS SOCIAL MEDIA AMONG YOUTH DURING COVID 19 PANDEMIC

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Abstract

The pandemic COVID19 has a drastic impact in our everyday life. Due to lockdown many young people were under stress, as schools and colleges were not opened and it was found that there was rise in usage of social media platforms, mobile addiction, and the pandemic has thrown younger generation into game addiction. It has affected the younger generation much, because they were using social media platforms to pass their time during pandemic as a daily routine. Increased usage of internet among students during lockdown has affected their psychological well-being. The present study aims at understanding the factors which influence youth to get addicted towards social media during pandemic and to analyse its consequences and provide suggestions to overcome the addictiveness. Study was conducted among adolescents through a structured questionnaire using Google forms data was collected. The study has identified the factors on different categories such as Potential risks of using social media, positive impact of being in social media and mental health issues that youth will be facing, intensity of using social media. The study has provided a list of suitable suggestions for adolescents to overcome social media addiction. The future study can be extended on exploring the issues relating to impact of social media particularly on young children, school goers, parents, education service providers, medical practitioners, social media service providers and can give guidelines to reduce the risk towards addictive behaviour.

Key Words : Addiction, Social Media, Psychological Well-being, Mental health issues, Pandemic

Introduction

Human beings will have a thirst towards social inclusion, for which social media is been a medium of communication. In recent decades, the Information technology has seen an enormous development, especially with rapid augmentation in internet based social media. And this development has pushed youth to get addicted towards social media and moreover it is considered to be a behavioural disorder in which youth adults become enrapture by social media and they were unable to turn down or cease their consumption of online media despite its clear negative consequences and physical ailments that would be the reward of its addiction.



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