

ADDICTIVENESS OF SOCIAL NETWORKING SITES AMONG STUDENTS: IN THE GLOBALIZED WORLD

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Abstract

Social networking sites (SNSs) provide an online platform for users to build social networks or personal relationships with others who share their interests, lifestyles, or connections in real life. It's common for people to use websites like Facebook and LinkedIn to interact with others for business reasons, but it's crucial to understand that social media includes platforms like WhatsApp, Instagram, blogs, and many more. Social networking site checking and browsing have become more commonplace over the last ten years. Some people develop an addiction to social media and use them compulsively or excessively. Excessive worry about social media, an insatiable desire to access or use these sites, and a time and energy commitment that interferes with other crucial aspects of life are characteristics of addictions. A great way to deal with excessive social networking site use is to reduce screen time. If you have trouble limiting your usage and suspect you may be addicted, consider why you use social networking sites. Since we are all on the same team, it is more than feasible to have positive interactions with our social selves.

Keywords: *Addictiveness, Social Networking Sites, Online platform, Insatiable desire, Globalized World*

Introduction

Social networking sites (SNSs) provide an online platform for users to build social networks or personal relationships with others who share their

interests, lifestyles, or connections in real life. Social networking service. (2022). In Wikipedia.

SNSs, or social networking websites, have been around for a very long time. Meeting your friends, their friends, and so on is a simple procedure that will grow the number of people you know. In actuality, a lot of us today use social media platforms like Facebook, Twitter, WhatsApp, Instagram, etc. to promote our current and upcoming businesses. In addition, it's also vastly used for study or academic activities and research purposes by students. It's common for people to use websites like Facebook and LinkedIn to interact with others for business reasons, but it's crucial to understand that social media includes platforms like WhatsApp, Instagram, blogs, and many more. After reviewing and evaluating the literature evaluations as well as research articles and newspapers from several other sources of social networking sites, here is a list of some of the most popular social networking sites utilized globally (SNSs). (Most Popular Social Networking Sites of the World, 2022). In Social Media Today. <https://www.socialmediatoday.com/content/40-most-popular-social-networking-sites-world>.

Twitter, Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Whatsapp Messenger, Skype, Google Talk, Google Messenger, iPhones, and Androids are examples of social networking sites. Communication and connecting tools, social networking, and blogging websites are visited by two-thirds of internet users worldwide. The result of education is academic performance or accomplishment, which measures how well a student, instructor, or institution has met its learning objectives. There is a clear connection between university students' use of social media and their academic success. Students are now heavily glued to the current internet craze, which includes Facebook, Twitter, etc.

Social Networking Sites Addictiveness (SNSA)

A social network addict is someone who spends so much time and energy on social networking sites that it interferes with other aspects of their lives, such as work or family life. Addiction to social networking sites (SNSs) is defined by excessive worry about social media and an insatiable desire to access or use social media. Social Media Addiction. (2022). In Addiction Center. <https://www.addictioncenter.com/drugs/social-media-addiction/> .

What Is Social Networking Sites Addictiveness?

Social networking sites checking and browsing have become more commonplace over the last 10 years. While the majority of users use social networking sites without incident, a minority develop an addiction to them and

use them compulsively or excessively. Up to five Americans out of everyone now fit the description of social networking site addicts, according to experts. Behavioral addiction is known as “social networking addiction” Or “Social Networking Sites Addictiveness” (SNSA) and is characterized by an obsessive preoccupation with social networking sites, an insatiable urge to access or use social networking sites, and spending so much time and energy on social networking sites that it interferes with other vital aspects of life.

Social networking site addiction will mirror addiction to any other substance and may include mood swings. The issue of social networking sites’ addictiveness is mostly due to the dopamine-producing social environment they provide. According to studies, these sites’ relentless barrage of likes, shares, and retweets causes the same type of physiological response in the brain’s reward center as cocaine. The reward area of the brain and its chemical communication channels have an impact on emotions and decisions. The same area of the brain that addictive substances stimulate is also activated by the use of social media and networking sites. Dopamine-producing neurons in the brain are activated when someone participates in rewarding behavior or uses an addictive substance, increasing dopamine levels.

The brain then perceives a “reward” and establishes a connection between the drug or activity and constructive reinforcement. For very little work, social networking sites offer an unending supply of instant rewards in the shape of other people’s attention. When they get a signal, such as a like or a mention, their brain releases a burst of dopamine and sends it down reward pathways, making them feel happy. Through this positive reinforcement, the brain rewires itself, making individuals want likes, retweets, and emoticon replies. Dopamine is a chemical that the brain produces that encourages behavior and keeps people from using social networking sites. Another factor that makes social networking sites so addictive is the fact that people talk about themselves when their reward centers in the brain are most active. It is believed that individuals speak about themselves between 30 and 40 percent of the time in the non-virtual world. Social networking sites use becomes problematic when someone relies heavily on these platforms as a coping mechanism for dealing with stress, loneliness, or despair. Real-world relationships, duties from work or school, and physical health are neglected as a result of this frequent use. When users of social networks maintain this cycle of utilizing social media to elevate negative feelings, their psychological reliance on social media increases.

An Addiction to Social Networking Sites: How to Spot it?

Although many individuals use social networking sites regularly, relatively few of them are hooked and show addictiveness. To

- Do they have a growing compulsion to use social networking sites?
- Do people use social networking sites to put their issues behind them?
- Do they often try—and fail—to limit their usage of social networking sites?
- If they are unable to use social networking sites, do they grow restless or troubled?
- Do they use social networking sites in such a way that it has harmed their studies students?

If “yes” answers are given to more than three of these above inquiries, a social networking site’s addictiveness may exist. Social Media Addiction. (2022). In Addiction Center.

A “digital detox” involves drastically reducing the amount of time spent on electronic devices like smartphones or laptops. Easy measures like disabling sound alerts and checking social networking sites once per hour might be good precautions. Other adjustments might include setting aside time throughout the day for self-imposed screen-free activities. By mealtimes or putting the phone away from the bed at night to avoid disturbing sleep. As a result, social engagement in the real world may once again be the main emphasis, and reliance on social networking sites is decreasing.

Students’ Perceptions of Social Networking Sites and Psychosomatic Health

Research shows that using social networking sites, having bad mental health, and having low self-esteem all go together in students, in addition to affecting their personal, professional, academic, and psychosomatic health, etc. in the globalized world. Social networking sites have their uses, but too many of them may lead to a person feeling lonely and unhappy, say experts. These unfavorable emotional reactions are a result of both the social obligation to share things with others and the comparison of material possessions and lifestyles that these social networking sites promote. Students view “curated” content on Facebook and Instagram, which consists of posts and ads that are expressly created to appeal to users depending on their interests.

Users could experience happiness or inspiration as a consequence of seeing other people write about their fantastic careers, wonderful spouses, lovely houses, etc. Users can see other people’s “perfect” lives and feel jealous, depressed, or even suicidal if they compare their own lives to others. These images may cause some people to consider suicide or self-harm. Social Media Addiction. (2022). In Addiction Center.

Recent studies have shown that people often believe other social networking site members are happier and more successful than they are, even when they don't know them well in the actual, globalized world. The atmosphere created by social networking sites encourages individuals to contrast their imperfect, filtered, and edited online personas with their real-world selves, which may be harmful to one's psychosomatic health and sense of self. Excessive social networking site usage may increase the chance of acquiring psychosomatic health conditions, including anxiety and depression, as well as cause users to feel unhappy and generally unsatisfied with life. Continuous comparison to others may result in feelings of inadequacy or a desire for order and perfection, which often appear as a social anxiety disorder.

The fear of missing out is another aspect of social anxiety brought on by online social networking site usage. According to Harvard University research, social networking sites dramatically harm the academic performance and psychosomatic health of students. It also has a negative influence on their ability to learn and maintain meaningful connections in the real, globalized world.

At Risks: Students in the Globalized World

Students' perceptions of their bodies may be impacted by the constant exposure to unattainable beauty standards via social networking platforms. Low self-esteem and disordered eating in young people may also be brought on by the steady stream of flawlessly edited photographs that flood social networking sites. It mostly affects academic careers with psychosomatic health problems due to the constant use of social networking sites in a globalized world.

Social networking site use reached 121 billion minutes in July 2012, up 37% from 88 billion minutes in July 2011. On certain websites, the social networking paradigm for philanthropy is starting to be fully used. 2go and BB talk is seen as meaningless time wasters in a school context. Research is being done to determine how such a site relates to difficulties with identification, privacy, social interaction, youth culture, and education. (Osharive, P. (2015). As a consequence of social media distraction, students' grades deteriorate. These websites have an impact on how well pupils utilize grammar and English. Students sometimes forget to utilize long versions of words in lectures since they are used to using short forms in chat rooms. In recent years, social networks have grown very popular and widespread. Social networking websites, according to Cain (2009), make it simple and cost-free to connect individuals.

More than 90% of students in tertiary education utilize social networks, according to Wiley and Sisson's (2006) research. Since the emergence of

social media platforms in the 1990s, it is believed that student's academic performance has been neglected and challenged significantly. With so many difficulties, Nigeria's educational system has undoubtedly seen a sharp drop in the quality of instruction. Due to the resources that may be tapped into via social media, students at all levels of learning now split their focus between studying and other activities. This research looks at how students at the University of Lagos are doing academically concerning social media networks.

Suggestions for Students in the Globalized World

While many students may use social networking sites like Facebook and Twitter regularly without any issues, others who have a social networking site addiction are obsessed with their urge to use and participate in social networking sites. Fortunately, there is a very good treatment for psychosomatic health problems or illnesses, and many people have healed. Cutting down on screen time is a terrific method to address excessive social networking site usage, but if the addiction is too bad, you could need professional assistance. It is possible to limit your use of potentially harmful social networking sites, and you are not alone. If you have trouble limiting your usage and suspect you may be addicted, consider why you use social networking sites. Since we are all on the same team, it is more than feasible to have positive interactions with our social selves.

Conclusions

The researcher suggested that social networking sites be used for educational purposes as well; that social networking sites be expanded; that new pages be created; and that students' use of these sites is observed by teachers and parents. These recommendations were made to improve academic activities and prevent declines in the student's academic performance. This is done to strike a balance between students' social networking site use and their academic pursuits to prevent academic performance setbacks. It is possible to limit the use of potentially harmful social networking sites, and you are not alone. If you have trouble limiting your usage and suspect you may be addicted, consider why you use social networking sites. Since we are all on the same team, it is more than feasible to have positive interactions with our social selves.

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