EVALUATION OF SOCIAL MEDIA ADDICTION IN THE YOUTH OF DELHI NCR: A MIXED METHOD APPROACH

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Abstract

Using a mixed method approach, this dissertation investigates the topic of social media addiction among young people in the Delhi National Capital Region (NCR). Addiction to social media has become a major global issue that affects many facets of people's life, especially those of young people. In order to gain a thorough understanding of the type, extent, and underlying reasons contributing to social media addiction in this particular demographic, the study combines quantitative surveys with qualitative analysis of data. The study use structured surveys to gather quantitative data from a varied sample of teenage participants. The surveys are meant to analyze the participants' social media usage patterns, addiction tendencies, and related behaviors. Simultaneously, in-depth examination of the theories and experiences of experts and professionals yields qualitative insights. The purpose of this study's findings is to add to the body of research already available on social media addiction by providing insights specific to the distinct sociocultural setting of Delhi NCR. This study uses a mixed-method approach to capture the complexity of social media addiction in young people and aims to provide a nuanced picture of the problem by combining quantitative data with qualitative accounts. Furthermore, the research endeavors to enlighten policymakers, educators, and mental health professionals regarding the particular obstacles and measures needed to effectively tackle social media addiction among the youth population in Delhi NCR. In the end, it is hoped that the results of this study project will help in the creation of focused treatments and support systems aimed at reducing social media addiction and encourage healthy digital behaviors among the youth of Delhi NCR.

Chapter 1

1.1: Introduction

Since the introduction of social media platforms such as Facebook, Instagram, Twitter, and Snapchat, social media has become an essential part of young people's everyday lives, communication habits, and social interactions. These platforms provide interesting ways for communication, self-expression, and information exchange, but they also carry a number of serious concerns, especially with regard to addictive habits. The extensive use of social media platforms in recent years has completely changed how people interact, communicate, and consume information on a worldwide scale. Even though social media has many advantages, such as community building, connectivity, and information sharing, it has also sparked worries about addictive tendencies, especially among young individuals. The COVID-19 pandemic worsened social media addiction, vital for socializing during lockdowns. Addiction's impacts on mental health, relationships, sleep, and academics are profound. Addressing this requires multifaceted efforts including support services,

education, and awareness initiatives to promote responsible online behavior and collaboration between authorities, schools, and communities.

1.2: Impact of Social Media Addiction

1. Mental Health Concerns

People who use social media excessively frequently experience higher levels of anxiety because they feel under pressure to maintain an idealized online persona and to compare themselves to others all the time. Research has indicated a link between depressive symptoms and frequent social media use because extended exposure to carefully chosen content might amplify emotions of worthlessness and inadequacy. A dependence on outside validation for one's own value can result in low self-esteem as people look to followers, likes, and comments for validation and acceptance.

2. Physical Health

Excessive social media use often leads to sedentary behavior, reducing opportunities for exercise and increasing the risk of obesity and associated health issues. Prolonged screen time can cause muscle stiffness, joint discomfort, and digital eye strain, leading to symptoms like dry eyes and blurry vision. Sleep disorders may also arise from late-night screen use, contributing to mood swings, mental health issues, and reduced cognitive performance. Moreover, prolonged screen exposure can lead to poor posture, musculoskeletal problems, and disruptions to the body's natural sleep-wake cycle due to exposure to blue light.

3. Interpersonal Relationships

Social media addiction can detrimentally affect real-life relationships by diverting attention away from in-person interactions, leading to strained connections. Shallow online communication may lack depth and sincerity, exacerbating misunderstandings and conflicts. Reliance on social media can hinder the development of essential interpersonal skills and contribute to feelings of loneliness and inadequacy. Family dynamics may suffer as addicted members prioritize social media over quality time, leading to tensions and strained parent-child relationships. Sibling rivalry may also intensify as siblings vie for validation online, further straining familial bonds.

4. Academic or Professional Performance

Social media addiction often leads to decreased focus and productivity in work or academic settings due to constant interruptions and the temptation to check social media feeds. Procrastination becomes a common behavior, resulting in rushed or incomplete tasks and heightened stress levels. Poor time management and cognitive deficits such as short attention spans and memory issues further exacerbate academic performance challenges. The pressure to stay connected online can contribute to burnout and increased stress, impacting overall well-being and performance.

5. Identity Formation

Social media addiction often leads to distorted self-images as individuals constantly compare themselves to idealized portrayals and filtered content. This can result in irrational expectations, feelings of inferiority, and a brittle sense of self-worth tied to online interactions. The pressure to conform to perceived social standards may lead to inauthentic self-representation, fostering feelings of inadequacy

and envy. Constant exposure to curated content can erode self-esteem and confidence as individuals feel they fall short in comparison to others.

6. Privacy and Security Risks

Social media addiction often leads to oversharing of personal information, increasing the risk of identity theft, fraud, and stalking. Addicts may also be more susceptible to cyberbullying and harassment, which can cause worry and emotional suffering. Moreover, addiction exposes users to data leaks and privacy violations, including unauthorized access to private messages and sensitive information. Lack of awareness about privacy settings and online safety measures further exacerbates the risk of privacy breaches and security vulnerabilities.

1.3: Factors contributing to social media addiction

1. Psychological Needs:

Social media provides instant gratification through likes, comments, and shares, fulfilling individuals' need for validation and recognition from their peers. The fear of missing out on social events, news, or opportunities drives individuals to constantly check their social media feeds, leading to addictive behavior. Social media serves as a momentary distraction and source of amusement, allowing users to escape from the stresses and boredom of real life.

2. Design Features of Social Media Platforms:

Infinite scrolling features on social media platforms encourage users to continuously consume content, making it difficult to disengage and contributing to addictive behavior. Push notifications and alerts prompt users to return to social media apps frequently, reinforcing the habit of checking for updates compulsively. Features such as likes, comments, and follower counts are gamified to create a sense of achievement and competition, encouraging users to engage more frequently and intensively.

3. Peer Influence and Social Norms:

Social norms within peer groups may dictate heavy usage of social media platforms, leading individuals to conform to these expectations to maintain social connections and acceptance. Constant comparison to peers' online personas and achievements can fuel feelings of inadequacy and drive individuals to seek validation through increased social media engagement.

4. Individual Attributes and Weaknesses:

People who struggle with low self-worth may turn to social media to get approval and increase their own value through likes and compliments. Impulsive individuals are more likely to engage in excessive social media use, driven by the need for instant gratification and stimulation. Addiction to social media platforms as a coping technique can result from conditions like depression, anxiety, or loneliness, which make people more likely to turn to these platforms for comfort and social interaction.

5. Accessibility and Technological Factors:

The ubiquity of smartphones and internet access enables constant connectivity to social media platforms, making it easy for individuals to engage with them anytime, anywhere. Personalized content algorithms prioritize engaging and relevant content, keeping users hooked and encouraging prolonged usage. The culture of sharing, oversharing, and viral content on social media platforms reinforces addictive behaviors and fosters a sense of belonging within online communities.

6. Marketing and Advertising Influence:

Sophisticated advertising algorithms target users based on their interests, preferences, and online behavior, tailoring content to maximize engagement and conversion rates. Influencers promote aspirational lifestyles and products, creating a desire for emulation among followers and driving addictive behavior to keep up with trends and recommendations.

1.4: Treatment and Prevention

The term "digital detox" describes a time when people purposefully cut off from digital gadgets and internet resources in an effort to decompress, refocus, and enhance mental health. As a therapy for social media addiction, digital detox can be an effective strategy for breaking addictive patterns, gaining perspective on technology use, and developing healthier habits. Here's how digital detox can serve as therapy for social media addiction:

1. Breaking Addiction Patterns:

Digital detox provides individuals with an opportunity to break the cycle of compulsive social media use and dependence on digital devices. By temporarily abstaining from social media platforms, individuals can disrupt addictive behaviors, such as constantly checking notifications or scrolling through feeds.

2. Increasing Awareness and Mindfulness:

During a digital detox, individuals become more aware of their habits, triggers, and emotional responses related to social media use. By practicing mindfulness and paying attention to their thoughts and feelings, individuals can gain insight into the underlying motivations driving their social media addiction.

3. Promoting Offline Connections:

Digital detox encourages individuals to reconnect with offline activities, hobbies, and relationships that bring joy and fulfillment. By engaging in face-to-face interactions, outdoor activities, creative pursuits, and leisure pursuits, individuals can experience greater satisfaction and connection in their lives beyond social media.

4. Reducing Stress and Anxiety:

Constant exposure to social media can contribute to stress, anxiety, and feelings of overwhelm. Digital detox offers a respite from the constant barrage of information, notifications, and social comparison, allowing individuals to experience greater peace of mind and relaxation.

5. Improving Sleep Quality:

Excessive social media use, particularly before bedtime, can disrupt sleep patterns and contribute to sleep disturbances. Digital detox promotes better sleep hygiene by reducing screen time before bed and creating a conducive environment for restful sleep.

Prevention of social media addiction involves promoting awareness, fostering healthy digital habits, and cultivating a balanced approach to technology use from an early age. Here are some strategies for preventing social media addiction:

1. Education and Awareness:

Provide education about the risks and consequences of social media addiction to children, adolescents, parents, educators, and healthcare professionals. Raise awareness about the addictive features of social media platforms, such as infinite scrolling, notifications, and gamification techniques, and how they can contribute to compulsive use.

2. Digital Literacy and Media Literacy:

Teach digital literacy skills, critical thinking, and media literacy to help individuals navigate social media platforms responsibly, evaluate information critically, and recognize manipulation tactics. Encourage discussions about media representation, online privacy, and the impact of social media on mental health and well-being.

3. Promote Healthy Digital Habits:

Encourage individuals to establish healthy boundaries and habits around technology use, such as setting limits on screen time, taking regular breaks from social media, and prioritizing offline activities and relationships. Model healthy technology use behaviors as parents, educators, and role models by demonstrating moderation, balance, and mindfulness in your own digital habits.

4. Create Tech-Free Zones and Times:

Establish tech-free zones or times in homes, schools, and workplaces to promote face-to-face interactions, offline activities, and quality time with family and friends. Encourage individuals to designate specific times during the day or week for unplugging from digital devices and engaging in activities that promote well-being, creativity, and connection.

5. Encourage Offline Activities and Interactions:

Promote participation in offline activities, hobbies, and interests that provide opportunities for creativity, physical activity, and social connection. Encourage individuals to engage in outdoor activities, sports, arts and crafts, reading, and other pursuits that promote a sense of fulfillment and accomplishment outside of social media.

Chapter 2

Review of Literature

1. **Hou, Y., Xiong, D., Jiang, T., Song, L., & Wang, Q. (2019). Social media addiction: Its impact, mediation, and intervention. Cyberpsychology: Journal of psychosocial research on cyberspace, 13(1):** The study investigates the impact of social media addiction on psychological health and interpersonal connections. It explores potential moderators like self-esteem and social support and proposes strategies for fostering healthy digital habits and reducing addiction through tailored interventions for positive outcomes.

2. **Sun, Y., & Zhang, Y. (2021). A review of theories and models applied in studies of social media addiction and implications for future research.** *Addictive behaviors*, *114*, **106699:** The review offers insights into theories and models used in studying social media addiction, focusing on conceptualization and measurement. It advocates for interdisciplinary perspectives and meticulous methodology to advance understanding and develop effective intervention strategies for addressing addictive behaviors associated with social media use.

3. **Turel, O., Brevers, D., & Bechara, A. (2018). Time distortion when users at-risk for social media addiction engage in non-social media tasks.** *Journal of psychiatric research*, *97*, **84-88:** Research indicates individuals at risk of social media addiction experience time distortion during non-social media tasks, suggesting cognitive impairment. Understanding these phenomena is crucial for addressing social media addiction's cognitive effects and developing targeted interventions to mitigate its negative impact on time perception and cognitive abilities.

4. **Simsek, A., Elciyar, K., & Kizilhan, T. (2019). A comparative study on social media addiction of high school and university students.** *Contemporary educational technology*, *10*(2), 106-119: The authors compare the addictive behaviors and consumption patterns of high school and college students in their study on social media addiction. Comprehending these differences is essential to customizing interventions and instructional programs to encourage responsible digital citizenship and healthier digital behaviors throughout the academic life cycle.

5. **Dalvi-Esfahani, M., Niknafs, A., Kuss, D. J., Nilashi, M., & Afrough, S. (2019). Social media addiction: Applying the DEMATEL approach.** *Telematics and Informatics*, *43*, 101250: Their study examines the interplay of various factors contributing to social media addiction, using the DEMATEL approach to uncover causal links and influences. These insights enable the development of targeted therapies and prevention strategies by providing a systematic framework to understand addictive behaviors on social media platforms.

6. **Aksoy, M. E. (2018). A qualitative study on the reasons for social media addiction.** *European Journal of Educational Research*, *7*(4), 861-865: This qualitative study delves into the motivations behind social media addiction through in-depth interviews. It uncovers factors like social interaction, self-expression, and coping mechanisms. By revealing these motivations, the research offers insights for targeted interventions to address addictive behaviors effectively.

7. **Gupta, S., Maurya, V. P., Singh, A. P., & Patel, A. K. (2018). Internet addiction and quality of life among young adults: an exploratory study.** *The International Journal of Indian Psychology*, *6*(3), 65-72: The study examines how excessive internet use affects life satisfaction, social relationships, and well-being. Through quantitative analysis, it underscores the need for balanced digital habits and interventions to address internet addiction and enhance the quality of life for young individuals.

8. **Bahadur, K. S. (2021). A brief study on negative effects of social media on youth.** *Bayan College International Journal of Multidisciplinary Research*, *1*(02): Bahadur's study explores the detrimental effects of excessive social media use on young people. Through qualitative investigation, it uncovers negative impacts on self-esteem, relationships, academic performance, and mental health. The findings underscore the importance of promoting responsible social media use and raising awareness to mitigate these consequences.

9. **Maheshwari, S. K., & Preksha, S. (2018). Internet addiction: A growing concern in India.** *Indian Journal of Psychiatric Nursing*, *15*(1), 61-68: Maheshwari and Preksha (2018) examine internet addiction in India, focusing on prevalence, risk factors, and consequences. Their study emphasizes the rising issue among youth and its adverse effects on mental health and social functioning. It stresses the importance of interventions, education, and policies to tackle this problem.

10. **Ashford, R. D., Lynch, K., & Curtis, B. (2018). Technology and social media use among patients enrolled in outpatient addiction treatment programs: cross-sectional survey study.** *Journal of medical Internet research*, *20*(3), e9172: They conduct a survey on outpatient addiction treatment patients' social media and technology use. High usage rates raise concerns about triggers for addictive behaviors and relapse. The study underscores the importance of integrating technology-focused therapies into treatment to support long-term recovery.

11. **Radtke, T., Apel, T., Schenkel, K., Keller, J., & von Lindern, E. (2022). Digital detox: An effective solution in the smartphone era? A systematic literature review.** *Mobile Media & Communication*, *10*(2), 190-215: They conduct a literature review on digital detox efficacy in the smartphone era. They find potential benefits in reducing smartphone reliance and improving mental health but stress the need for more research on long-term effects and implementation best practices.

12. **Syvertsen, T., & Enli, G. (2020). Digital detox: Media resistance and the promise of authenticity.** *Convergence*, *26*(5-6), 1269-1283: In their study on digital detoxification, the focus is on media resistance and authenticity-seeking. Analyzing narratives and practices, the research highlights a desire to regain offline connections and combat digital media's perceived downsides. It underscores broader concerns about authenticity and identity in the digital era.

13. **Gangadharan, N., Borle, A. L., Basu, S., Navya, G., & Borle, A. L. (2022). Mobile phone addiction as an emerging behavioral form of addiction among adolescents in India.** *Cureus*, *14*(4): Gangadharan et al.'s study on cell phone addiction in Indian teenagers reveals concerning trends and effects on social interactions, mental health, and academics. It emphasizes the urgency of targeted interventions to promote healthier digital habits among this demographic, addressing a growing concern in India about technology-related addictive behaviors.

14. **Vishwakarma, M. (2022). Social media: An addiction in disguise.** *Peer Reviewed and UGC-CARE Listed Bilingual Journal of Rajasthan Sociological Association*, *85*: In his examination of social media addiction, he views it as a covert form of addiction, delving into its intricate dynamics and mental health impacts. Through a sociological lens, the study sheds light on social interactions, mental health, and identity formation, advancing understanding within Rajasthan, India's sociocultural context.

15. **El-Khoury, J., Haidar, R., Kanj, R. R., Ali, L. B., & Majari, G. (2021). Characteristics of social media 'detoxification'in university students.** *Libyan Journal of Medicine*, *16*(1): Their study investigates college students' engagement in social media detoxification, exploring motivations, experiences, and outcomes. Findings reveal diverse strategies employed, from usage restrictions to account deactivation, yielding perceived benefits like improved productivity and mental well-being. This research informs initiatives to promote healthier digital habits among students, shaping educational policies accordingly.

Chapter 3

3.1: Methodology

The present study adopts a mixed-method approach, combining qualitative and quantitative techniques to comprehensively assess the prevalence, trends, and impacts of social media addiction among youth in Delhi NCR. The quantitative component employs a survey to measure addiction prevalence and identify associated characteristics, while the qualitative aspect utilizes in-depth interviews to explore socio-cultural and psychological effects. In this study, qualitative research was carried out prior to quantitative research in order to give a thorough grasp of participants' viewpoints, experiences, and social media-related activities. The creation of hypotheses, the identification of important themes, and the construction of the quantitative survey instrument were all aided by this qualitative phase. More focused and pertinent quantitative measures were made by first using insights from qualitative data. This made sure that the survey questions fully reflects the variety of factors impacting youth's use of social media in the Delhi NCR region.

In-depth interviews serve as a vital qualitative tool, offering insights into participants' lived experiences, perceptions, and attitudes towards social media usage. The interpersonal connection established during interviews fosters candid discussions, enabling participants to express nuances that may not emerge in

quantitative surveys. Surveys efficiently gather data from Delhi NCR's youth, enabling quantitative analysis to identify addiction patterns and correlations, complementing qualitative insights for a comprehensive understanding.

Ultimately, this mixed-method approach aims to shed light on the complex dynamics of social media addiction among youth in Delhi NCR, with the goal of guiding interventions and support systems to promote healthy digital habits and well-being.

3.2: Objective:

The objective is to comprehensively evaluate and analyze the prevalence, trends, and effects of social media addiction among young people in Delhi NCR. By using the methodology, the research seeks to explain the socio-cultural and psychological impacts of excessive social media involvement, shed light on the changing dynamics of social media usage, and identify the fundamental causes of addictive behaviors. The ultimate goal of this project is to provide evidence for evidence-based treatments, policy changes, and support systems that target social media addiction and encourage young people in Delhi NCR and beyond to adopt healthy digital habits.

3.3: Research Questions:

1. How common is social media addiction among the youth in Delhi NCR?

2. What are the socio-cultural and psychological impacts of excessive social media involvement among young people?

3. What are the underlying causes for addictive behaviors associated with social media use?

3.4: Hypothesis:

- Delhi NCR has a high rate of youth social media addiction, with a considerable fraction of the population displaying signs of addicted behavior.
- Adolescents that use social media excessively are linked to detrimental socio-cultural and psychological effects, such as low self-esteem, increased anxiety, and strained interpersonal connections.
- Social comparison, FOMO, and the reinforcing mechanisms built into social media platforms are some of the fundamental causes of addictive behaviors associated with social media use.

Chapter 4

4.5: Qualitative Analysis

Demographic Introduction of Participants:

Health care professional, parents and youth from a variety of backgrounds who live in the Delhi National Capital Region (NCR) participated in this study. A total of 16 individuals, were enlisted to offer a range of viewpoints on the subject of youth addiction to social media. The following summarizes the participants' demographic characteristics:

Young People Involved:
Age Range: The young participants were between the ages of 18 and 25, signifying the time between adolescence and early adulthood.

Gender: People of all gender identities, including male, female, were included in the sample.
Educational Background: The participants were following a variety of educational paths, such as work, postgraduate and undergraduate degrees.
Residential Area: The youth participants represented the socio-cultural diversity of the Delhi NCR by coming from a variety of areas and neighborhoods.
Social Media Usage: The participants showed a wide range of usage patterns on various social media platforms, from occasional users to heavy users on a regular basis.

Parental Involvement:
Age Range: The parent participants, who represented the adult population with children in the youth age range, were between the ages of 35 and 60.
Gender: The sample consisted of both fathers and mothers, offering a range of parental viewpoints and ideas.
Occupation: The parent participants came from a variety of backgrounds and careers, including homemakers, entrepreneurs, blue-collar workers, and white-collar professionals.

In-depth Interviews

Questions asked from a healthcare provider – Dr. Anureet Kaur – Consultant Psychologist

1. Can you discuss the psychological factors that contribute to social media addiction among youth in Delhi NCR?

A. Psychological factors such as social proof, cognitive biases, and emotional triggers heavily influence how users interact with content on social media platforms.

2. What are some common signs or symptoms of social media addiction that you observe in your practice?

A. 1. Excessive amounts of time spent on social media.

2. Lack or reduction of time spent with friends and family.

3. Loss of interest in former hobbies.

4. Poor grades or work performance.

5. Strong attachment to his or her smartphone.

3. How do you assess the impact of social media addiction on the mental health and well-being of young individuals?

A. The effects of social media addiction include anxiety or depression, increased isolation, decreased physical activity, low self-esteem, and poor work or school performance

4. What are some effective therapeutic approaches or interventions for treating social media addiction in youth?

A. 1. Counselling

2. CBT

3. Alternative Therapies- Yoga , meditation, creative visualization

5. Can you discuss any specific challenges or barriers you encounter when working with young people addicted to social media?

A. These challenges:

Dark Side of Social Media

1. Cyberbullying: This form of online harassment has become increasingly prevalent, particularly among the younger generation.

2. Misinformation: The rapid spread of false information on social media platforms has become a significant concern.

6. How do societal and cultural factors unique to Delhi NCR influence social media addiction among youth?

A. Status symbol

7. Are there any particular patterns or trends you've noticed regarding the types of social media platforms that contribute most to addiction?

A. Social media platforms drive surges of dopamine to the brain to keep consumers coming back over and over again. The shares, likes and comments on these platforms trigger the brain's reward center, resulting in a high similar to the one people feel when gambling or using drugs.

8. What part do family dynamics play in contributing to or reducing social media addiction?

A. Spending time together in family and understanding between parents child relationship.

9. How do you approach educating youth and their families about the risks and consequences of excessive social media use?

A. Social media and technology offer us greater convenience and connectivity: staying connected with family and friends worldwide via email, text, FaceTime, etc. quick access to information and research.

Questions asked from the youth of Delhi NCR

1. Can you describe your typical usage pattern of social media platforms on a daily basis?

2. What are the main social media platforms you use, and what features or aspects of these platforms do you find most engaging?

3. Have you ever felt like you spend too much time on social media? If so, can you describe how this has impacted your daily life or activities?

4. What are some of the reasons why you use social media? Are there specific needs or desires that social media fulfills for you?

5. Can you recall a time when you felt unable to control your social media usage? What triggers or situations tend to lead to excessive social media use for you?

6. Have you ever experienced negative emotions or consequences as a result of your social media use? If so, can you describe these experiences?

7. Are there any particular features or aspects of social media platforms that you find addictive or difficult to resist?

8. What strategies do you use to manage or limit your social media use, if any? How effective do you find these strategies in practice?

9. In your opinion, what are some effective ways to prevent or reduce social media addiction among young people in Delhi NCR?

10. Have you ever sought help or support for issues related to social media addiction? If not, what barriers or challenges have prevented you from seeking help?

11. Is there anything else you would like to add or discuss regarding social media addiction and its impact on youth in Delhi NCR?

1st Response (15th February 2024)

1. I usually spend about 3-4 hours on social media platforms each day, mostly in the evenings after completing my daily tasks.
2. I majorly use Instagram and Snapchat because I enjoy sharing photos and videos with my friends and seeing what they're up to.
3. Yes, there are times when I've realized I've spent hours scrolling through social media feeds without even realizing it. It made me feel like I was wasting valuable time.
4. I use social media to stay connected with friends, discover new trends, and entertain myself.
5. I sometimes can't stop scrolling through my feed even though I had other things to do. Stressful situations or boredom often trigger excessive social media use for me.
6. There have been times when I've felt insecure after seeing others' perfect-looking lives on social media. It made me question my own happiness and achievements.
7. I find features like 'endless scrolling' and 'recommendation algorithms' addictive because they keep me hooked on the platform for longer than I intend.
8. To manage my social media use, I've started setting time limits on my phone and taking breaks to engage in offline activities like reading or going for a walk.
9. I think raising awareness about healthy digital habits and providing resources for managing social media use can help prevent addiction among young people.
10. No.
11. I believe parents could be more involved in monitoring my social media use and setting limits to prevent addiction from an early age.

2nd Response (15th February 2024)

1. My typical usage pattern involves checking social media platforms intermittently throughout the day, especially during breaks or idle moments. I usually start my day by scrolling through notifications and catching up on updates from friends and pages I follow. Throughout the day, I engage in posting content, responding to messages, and browsing various feeds for entertainment and information.
2. I primarily use platforms like Instagram, Snapchat, and Twitter. Each platform offers unique features that I find engaging. For example, Instagram's visual appeal and emphasis on aesthetics draw me in, while Snapchat's ephemeral nature makes communication feel more casual and spontaneous. Twitter's real-time updates and diverse content keep me informed and entertained.
3. Yes, there have been times when I've felt I spent too much time on social media. It sometimes leads to procrastination and affects my productivity. I've found myself neglecting other activities or spending less time with friends and family in favor of scrolling through feeds.
4. I use social media for various reasons, including staying connected with friends and family, expressing myself creatively, staying informed about current events, and discovering new content and trends. It fulfills my need for social interaction, self-expression, and entertainment.

5. Yes, there have been times when I've felt unable to control my social media usage, especially when I'm stressed or bored. Stressful situations or feelings of loneliness often trigger excessive social media use as a form of distraction or comfort.

6. Yes, excessive social media use has sometimes led to feelings of inadequacy or FOMO (fear of missing out). Comparing myself to others' highlight reels can sometimes make me feel insecure or dissatisfied with my own life. Additionally, spending too much time online can detract from real-life experiences and relationships.

7. The constant stream of new content, notifications, and the social validation in the form of likes and comments can be addictive. It's challenging to resist the urge to constantly check for updates or engage in endless scrolling.

8. I've implemented strategies like setting time limits on specific apps, turning off notifications, and scheduling designated "social media-free" times or days. While these strategies can be effective in helping me regain control over my usage, I sometimes find myself slipping back into old habits during moments of temptation.

9. I believe education and awareness campaigns highlighting the potential risks of excessive social media use are essential. Additionally, promoting healthy offline activities and providing resources for developing digital literacy skills and self-regulation techniques can help young people maintain a balanced relationship with social media.

10. I haven't sought professional help specifically for social media addiction. One barrier could be the stigma associated with acknowledging and seeking help for digital dependencies. Additionally, it can be challenging to recognize when social media use crosses the line from normal behavior to addiction.

11. I think it's crucial for individuals and communities to foster open conversations about social media use and its potential consequences. By creating supportive environments where young people feel comfortable discussing their experiences and seeking help if needed, we can work towards promoting healthier digital habits and overall well-being.

3rd Response (16th February 2024)

1. My usage pattern typically involves checking social media upon waking up, again after lunch, once in the evening, and right before bedtime. I mostly spend my time scrolling through content, with very limited posting.

2. I prefer using only Instagram because it's easy to navigate, offers entertainment, and keeps me engaged through continuous scrolling.

3. Yes, excessive social media usage can lead to laziness and foster negative thinking, especially when comparing oneself to others.

4. I'm a shopaholic, so Instagram's content often attracts me with product recommendations and keeps me informed about current events. Additionally, as a Bollywood fan, it provides entertainment and insights into the Bollywood world.

5. Whether with family or traveling, I often feel the urge to check Instagram to stay updated on what's happening. While there are no specific triggers, I sometimes feel the need to take a break by checking the app.

6. It's true that comparing oneself to others on social media can have a detrimental effect on mental health and cause feelings of insecurity.

7. I find features like Reels appealing because they offer a variety of content in one place, ranging from cars to travel to food.

8. To manage my social media usage, I try to avoid checking platforms and instead focus on activities like working out, meditating, and pursuing other interests.

9. There is a need to slow down social media usage, and families should encourage young people to engage in outdoor activities and sports. Additionally, families should prioritize transparency and interaction. Schools should also educate students about the effects of social media on mental health.

10. Fortunately, I haven't sought help for social media addiction as I've recognized its impact and actively worked to reduce my reliance on it.

11. Many young people today seem to mature too quickly, from ages 13 to 18, due to the influence of social media. It's important to enjoy each stage of life and focus on personal development, rather than succumbing to societal pressures. Social media often exposes youth to adult content prematurely, contributing to this phenomenon.

4th Response (16th February 2024)

1. My typical usage of social media involves checking platforms like Instagram and Snapchat throughout the day, mainly during my free time.

2. Instagram, Snapchat and Twitter are my primary social media platforms. I find Instagram's reels content quite appealing, while Twitter keeps me updated on news and trends and Snapchat helps to maintain snap streak with friends.

3. Yes, there are times when I feel I spend too much time on social media, impacting my daily life and activities.The time that could be spent on studying, work, or other productive activities gets diverted, affecting my overall productivity and efficiency.

4. I use social media to stay connected with friends, share experiences, and stay informed about current trends and updates.

5. During stressful times, I tend to use social media as a distraction. FOMO contribute to increased usage.

6. No

7. Scrolling reels on Instagram can be addictive, making it challenging to resist prolonged usage.

8. To manage my social media use, I set time limits and turn off my notifications. However, the effectiveness depends on me.

9. Promoting digital detox days, raising awareness about healthy social media habits, and integrating digital wellness programs could be effective in preventing social media addiction.

10. The answer is no because sometimes I don't feel like sharing with anyone. It's like being afraid of judgment or feeling like I should handle it on my own. Making comfortable space to talk about these things could make it easier for people to seek help when needed.

11. It will be nice to have open conversations about the impact of social media, educate on responsible usage, and create a supportive environment to address the challenges young people face regarding social media addiction in Delhi NCR.

5th Response (18th February 2024)

1. I typically use social media for around 3 hours a day.

2. Instagram - reels, Snapchat, LinkedIn- having professional connections and connecting with new people to know their skillsets, Pinterest - for unique ideas in different situations, and YouTube.

3. Yes, quite often. It usually impacts my mental and physical health a lot. Sometimes it also leads to self-doubt.

4. I use them to get new ideas, explore different places to travel and also for recipes.

5. Yes, a lot of the times certain situations lead to excessive usage in my case like if I am searching for skincare products or makeup inspiration.

6. Yes, sometimes I feel self-doubt and reduced attention span. It affects my concentration so it impacts my studies sometimes.

7. Just the constant flow of reels sometimes makes it difficult to get off the app as it gets really addicting.

8. I personally prefer to go for outdoor walks and exercise. They really help me feel a lot fresher and less anxious too.

9. I think monitoring screen time and making plans with friends really help get off social media.

10. No, I don't think I need it at the moment.

11. No, I think the questions above pretty much summed up my thoughts.

6th Response (18th February 2024)

1. I check all my socials – Snapchat, Instagram and WhatsApp as soon as I wake up. Spending most time on Instagram. Then quick breaks between work and then at night I scroll through Instragram. On average I use Instagram for 1hr 20 mins. (As per Instagram)
2. Instagram - reels & memes
3. Yes, sometimes while scrolling Instagram it hampers my routine. Everything thing gets delayed and then I have to rush for work to avoid being late.
4. I use social media for fun. To kill some time.
5. None
6. Not that I can recall anything.
7. Instagram reels & Snapchat filters
8. Nothing as such. But sometimes I try to work on my hobbies.
9. Indulge into more activities & hobbies. That will keep us occupied & busy.
10. I don't have much of an addiction.
11. None

7th Response (20th February 2024)

1. I spend almost 5-6 hours a day on social media. Primarily on Snapchat and Instagram.
2. I mostly use Instagram because of its engaging content in the form of reels and static post.
3. all the time. My social media usage has deeply impacted my emotional quotient to a larger extent.
4. social media has unrealistic emotional standards. The things that we don't usually feel in real life x we get to experience it superficially through influencers on social media.
5. Yes. Especially when I am in the office, to distract myself I tend to overuse Instagram. Which is not healthy as it sometimes impacts my quality of work.
6. Yes, all the time! The unrealistic standards set by a majority of influencers on social media has in some way impacted my perception of myself.
7. Not as such. The content that I usually engage with is addictive.
8. I practice screen restrictions which is slowly helping me.
9. the most effective way is to engage in some recreational activity like yoga or fitness training.
10. Not really. I think judgment from my peers has prevented me from seeking help.
11. Delhi NCR's youth revolves around social media. Whatever they do has to be posted first. In my opinion, this is taking away a lot experiences from there life. And also, the feeling of 'showing off' on Instagram is taking over the youth's life. It also brings a sense superiority over others.

8th Response (20th February 2024)

1. WhatsApp is the application used the most followed by YouTube. Linkedin and Snapchat are used comparatively less.
2. WhatsApp (prompt texting), YouTube (for leisure), LinkedIn (to expand professional connections)
3. I am satisfied with managing social media and work together.
4. To stay updated about current affairs, new styles and trends. Social media helps in lowering stress by providing leisure (via lifestyle Vlogs of influencers)
5. Till date, I don't felt that social media usage overpowered my studies.
6. I haven't felt negative emotions that had a negative impact.
7. I feel Instagram reels addictive since they don't have a finish line, until we stop them physically
8. I try to fix a certain time till which I use my mobile for using social media, once the time is over, I straight way without second thought turn off my phone mobile data and Wi-Fi.

9. Set time frames for using social media use app or browser extensions to block social media access, turn on DND.

10. I didn't take help in avoiding social media addiction. I try to reduce social media usage myself by setting certain goals.

11. Social media addiction is a serious problem which will aggravate in future if not discussed and controlled now. Thus its consequences should be highlighted to the people to avoid over usage of social media platforms for a better future and wellbeing.

9th Response (21st February 2024)

1. I usually check social media in the morning and during breaks throughout the day. It's a quick way to stay updated and connected with friends.

2. I mainly use Instagram and Snapchat because I enjoy sharing photos and chatting with friends. The stories feature on both platforms keeps me engaged and entertained.

3. There have been times when I've realized I've spent too much time on social media, especially when I start procrastinating or neglecting other tasks. It can make me feel guilty and unproductive.

4. I use social media to stay connected with friends, discover new trends, and entertain myself during downtime. It's a way to escape and unwind after a long day.

5. There have been moments when I've lost track of time scrolling through my feed, especially when I'm stressed or bored. The endless scroll feature can be addictive, and I find myself unable to stop.

6. Sometimes, social media can make me feel envious or insecure, especially when I compare myself to others. It can also be a source of distraction and procrastination, leading to increased stress and anxiety.

7. The 'like' button and notifications are particularly addictive for me. I find myself constantly checking for new likes or comments, which can be hard to resist.

8. To manage my social media use, I've started setting time limits on my phone and taking breaks to engage in offline activities like reading or going for a walk. These strategies help me stay more present and focused.

9. I think raising awareness about healthy digital habits and providing resources for managing social media use can help prevent addiction among young people. It's important to encourage moderation and balance.

10. I haven't sought help for social media addiction because I didn't think it was a serious issue, but now I realize it's affecting my productivity and mental well-being. The main barrier has been recognizing the problem and taking action to address it.

11. I believe parents and guardians should be more involved in monitoring their children's social media use and setting limits to prevent addiction from an early age. It's also essential to educate young people about the potential risks and benefits of social media and provide support for those struggling with addiction.

10th Response (21st February 2024)

1. I check social media multiple times a day, usually in the morning, during breaks, and before bed. It's a habit to stay connected and entertained.

2. I primarily use Instagram and Twitter because I enjoy sharing updates and staying informed about trends and news. I find features like stories and hashtags most engaging.

3. There have been times when I've realized I'm spending too much time on social media, especially when it starts affecting my productivity or sleep. It can be a distraction from my daily tasks.

4. I use social media to connect with friends, stay updated on current events, and express myself creatively. It's a way to stay connected and entertained during my free time.

5. There have been moments when I've lost track of time scrolling through my feed, especially when I'm bored or feeling stressed. The constant stream of content can be hard to resist.

6. Social media can sometimes make me feel anxious or insecure, especially when I see posts that make me compare myself to others. It may also lead to procrastination and distraction.

7. I find features like notifications and the explore page addictive because they keep me coming back for more. It's hard to resist the urge to check for updates constantly.

8. To manage my social media use, I've started setting time limits on my phone and taking breaks to focus on other activities. I find these strategies helpful in reducing my screen time and staying more present.

9. I think promoting digital literacy and teaching young people about healthy online habits can help prevent social media addiction. It's important to encourage moderation and balance in their use.

10. I haven't sought help for social media addiction, mainly because I didn't think it was a serious problem. The main barrier has been recognizing the impact it has on my daily life and taking steps to address it.

11. I believe it's important to raise awareness about the potential risks of social media addiction and provide support for those struggling with it. Educating young people about the importance of balance and self-regulation can help them develop healthy habits early on.

11th Response (23rd February 2024)

1. I am on social media first thing in the morning checking notifications and understanding the latest algorithms and trend patterns and then I am only on it again at night just for leisure and entertainment.

2. Instagram and Linkedin.

3. I don't think I spend too much time on social media, as I aim to have a proper balance of my life on and off social media.

4. For work-related content consumptions as I work in digital marketing agency and to stay connected with my peers at some point.

5. No.

6. Yes sometimes some post have often triggered my anxiety and touched me on emotional grounds.

7. I would say reels.

8. I am usually busy with work so I don't get the time to be on social media but when I do have leisure time I try to connect with people offline rather than being on social media all day. I have also set a rule to not use my phone when I am with or around people or at work and this has been quite effective.

9. Give them other things to focus on such as interactive offline activities. Encourage participation in school and college activities and extracurricular. Inculcate values such as being off phone around family and friends and make it a habit to not use social media when you are doing other things on the side.

10. I have suggested to my relatives to not give phones to the kid just when they are too young. the challenge was that, it was too long by now the child is so addicted that she won't eat if she does not get to scroll on social media and she won't do anything other than being on the phone.

11. no.

Questions asked to Parents

1. Can you describe your experiences and observations regarding your child's or children's use of social media?

2. What are some signs or indicators that you believe may suggest your child is experiencing social media addiction?

3. How do you navigate conversations with your child or children about their social media usage and potential addiction concerns?

4. In your opinion, what role do parents play in preventing or addressing social media addiction among youth in Delhi NCR?

5. Have you encountered any challenges or obstacles in managing your child's or children's social media usage? If so, how have you addressed them?

6. What strategies or approaches do you employ to promote a healthy balance between online and offline activities for your child or children?

7. Can you share any experiences or insights into how social media addiction may impact family dynamics, relationships, or communication within the household?

12th Response (23rd February 2024)

1. As a mother, I've observed my daughter's use of social media evolve over the years. Initially, it was a means of staying connected with friends and sharing updates. However, I've noticed that it now consumes a significant amount of her time and attention.
2. Signs of social media addiction in my daughter include spending excessive hours online, neglecting other responsibilities, and exhibiting mood changes when unable to access social media.
3. I try to approach conversations about social media usage with openness and understanding. I encourage my daughter to share her experiences and concerns, and we discuss setting healthy boundaries together.
4. Parents play a crucial role in monitoring their children's social media usage and educating them about the potential risks of addiction. By fostering open communication and setting clear guidelines, parents can help prevent and address social media addiction.
5. Managing my daughter's social media usage has been challenging at times, especially with the constant temptation of online distractions. However, I've addressed these challenges by setting limits, leading by example, and emphasizing the importance of balance.
6. To promote a healthy balance between online and offline activities, I encourage my daughter to engage in hobbies, spend time outdoors, and prioritize face-to-face interactions with family and friends.
7. Social media addiction can strain family dynamics and communication within the household. Excessive screen time may lead to decreased quality time spent together and contribute to misunderstandings or conflicts. It's important to address these issues proactively and prioritize meaningful connections offline.

13th Response (25th February 2024)

1. My daughter uses social media but doesn't seem to be too obsessed with it. She uses it to keep up with friends and interests but also spends time offline doing other things.
2. Signs of social media addiction can vary from person to person. Some people might spend a lot of time online without it being a problem, while others might feel anxious or upset if they can't use social media.
3. When I talk to my child about social media, I like to have open conversations where we both share our thoughts and ideas. Instead of telling her what to do, we discuss how to use social media in a healthy way.
4. Parents are important in helping kids understand how to use social media responsibly, but it's not just up to parents to prevent addiction. Schools, communities, and others also have a role to play.
5. Managing my child's social media use can be tricky, but we talk about it together and try to find solutions that work for both of us.
6. To help my child balance online and offline activities, I encourage her to try different hobbies and interests beyond social media.

7. Social media addiction can affect how families communicate and spend time together. It's important for families to talk about it and find ways to stay connected offline too.

14th Response (25th February 2024)

1. My kids use social media a lot, especially to keep in touch with friends and share updates. Sometimes I worry they spend too much time on it, but it's also how they connect with others.
2. Signs of social media addiction could be spending a lot of time on it, getting upset when they can't use it, or neglecting other activities they used to enjoy.
3. When I talk to my kids about social media, I try to be understanding and listen to their side too. We discuss the importance of balance and setting limits together.
4. Parents can help by setting good examples, talking openly about social media, and encouraging healthy habits like taking breaks and spending time offline.
5. It's been challenging at times, especially when they don't want to put their phones down. We've had to have some tough conversations, but we always try to find a compromise.
6. We encourage hobbies and activities that don't involve screens, like playing sports or reading books. We also set limits on screen time and have tech-free zones in the house.
7. Social media addiction can sometimes lead to arguments or misunderstandings in our family. We've had to learn to communicate better and find ways to connect without relying on screens all the time.

**15th Response (25th February 2024)**

1. My children are quite active on social media platforms, using them to connect with friends, share updates, and explore their interests. While I appreciate the connectivity it provides, I sometimes worry about the amount of time they spend online.
2. Signs of social media addiction could include spending excessive hours scrolling through feeds, becoming anxious or irritable when unable to access social media, and neglecting other important tasks or activities.
3. When discussing social media usage with my children, I strive to maintain open communication and emphasize the importance of balance. We talk about setting limits, taking breaks, and engaging in offline activities to maintain a healthy lifestyle.
4. Parents play a crucial role in guiding their children's social media usage by setting boundaries, fostering digital literacy, and modeling responsible online behavior. By being involved and supportive, parents can help prevent and address social media addiction among youth in Delhi NCR.
5. Managing my children's social media usage has posed challenges, particularly when faced with resistance or disagreements. However, through ongoing dialogue and mutual respect, we've been able to find solutions that work for our family.
6. To promote a healthy balance between online and offline activities, we encourage hobbies, family outings, and screen-free time. Setting clear expectations and leading by example are key strategies we employ to help our children maintain a healthy lifestyle.
7. Social media addiction can impact family dynamics by causing conflicts over screen time, reducing face-to-face interactions, and affecting communication. By prioritizing quality time together and fostering open dialogue, we strive to mitigate these effects and strengthen our family bonds.

4.2: Quantitative Analysis

A random sample technique was used to choose 100 participants from the age group of 18-25 years for the quantitative investigation of social media addiction among young people in Delhi NCR. By ensuring that a variety of demographic traits were represented in the study sample, this strategy attempted to improve the universality of the results to the region's youth population as a whole.

On average, how many hours per day do you spend using social media platforms?
100 responses
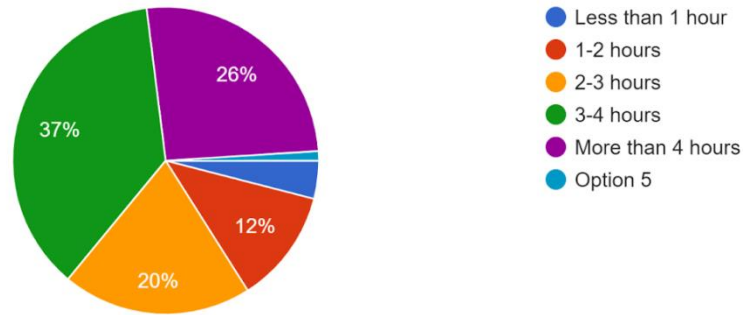
1.

Figure 1

Less than 1 hour (4 responses):
This group represents individuals who spend minimal time on social media each day. They likely use social media for specific purposes or sparingly for entertainment or communication.

1-2 hours (12 responses):
Participants in this group spend a moderate amount of time on social media daily. They may use it for staying connected with friends, browsing content, or engaging in online activities.

2-3 hours (20 responses):
Individuals in this category dedicate a significant portion of their daily routine to social media usage. They may use it for various purposes, including socializing, entertainment, staying informed, or professional networking.

3-4 hours (37 responses):
This group represents a sizable portion of respondents who spend a substantial amount of time on social media platforms daily. They are likely heavy users who engage in extensive browsing, content creation, and interaction within social networks.

More than 4 hours (26 responses):
Participants in this category spend a significant portion of their day on social media, indicating a high level of engagement or reliance on these platforms. They may use social media for extended periods, possibly for entertainment, information consumption, or as a primary means of communication.

Which social media platforms do you use regularly?
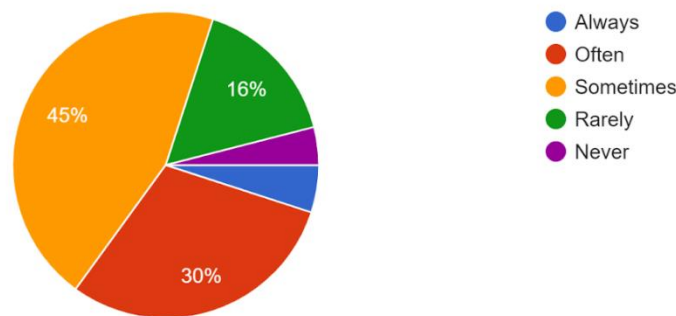100 responses

2.
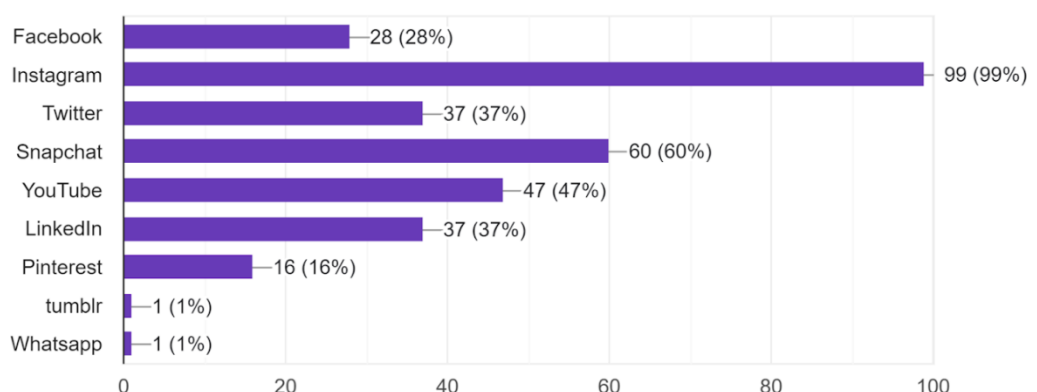
Figure 2

Instagram – 99 responses
Snapchat – 60 responses
YouTube – 47 responses
Twitter – 37 responses
LinkedIn – 37 responses
Facebook – 18 responses
Pinterest – 16 responses
Others: Tumblr – 1 response
WhatsApp – 1 response

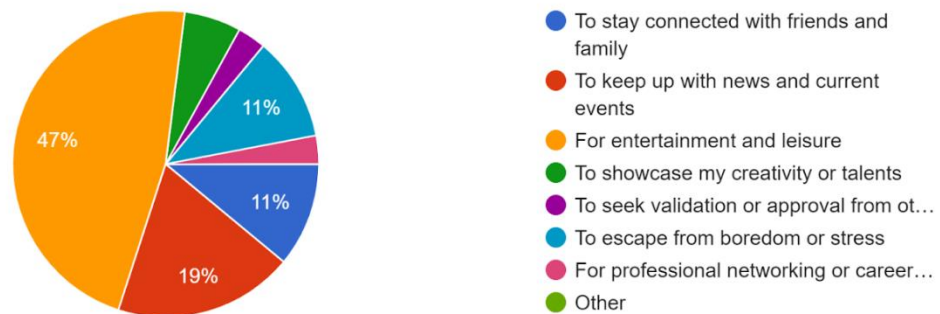How often do you feel unable to control your social media usage?
100 responses

3.

Figure 3

Majority of participants (45%) feel that they are unable to control their social media usage whereas 30% can often control and 16% can rarely control their usage.

What are the main reasons why you use social media?
100 responses

4.

Figure 4

Majority of the participants (47%) use social media for entertainment and leisure, 19% stay updates with news and current events through social media, 11% use it to stay connected with friends and family and another 11 % use it as an escape from boredom or stress.

How often do you experience negative emotions (e.g., envy, anxiety) as a result of your social media usage?
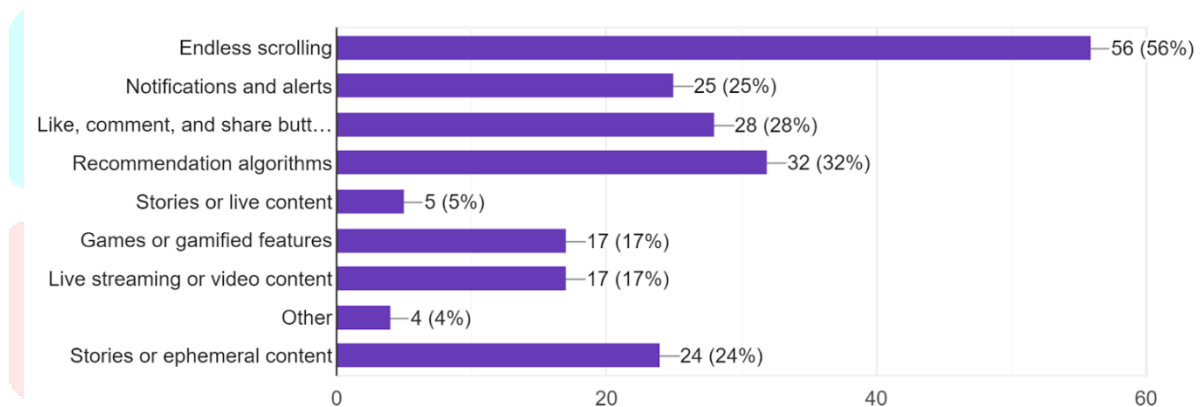
100 responses
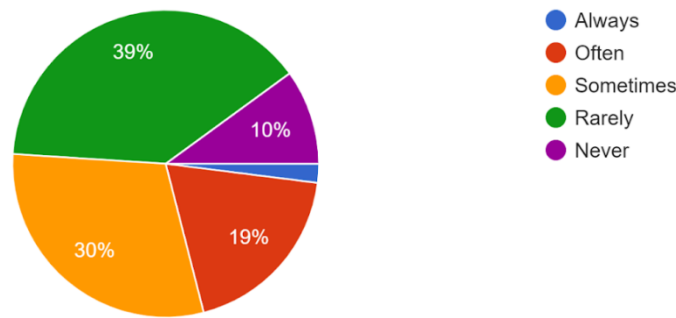
5.

Figure 5

39% which is the maximum participants rarely experience negative emotions as a result of social media usage whereas 30% sometimes feel these emotions and 19% rarely feel negative emotions.

Which features or aspects of social media platforms do you find most addictive?

100 responses

6.

Figure 6

Endless Scrolling is the most famous feature of social media as it received the maximum response which is 56. Recommendation algorithms received 32 responses, like, comment and share buttons received 28 responses, 25 responses were given to notifications and alerts and then 24 responses where to stories.

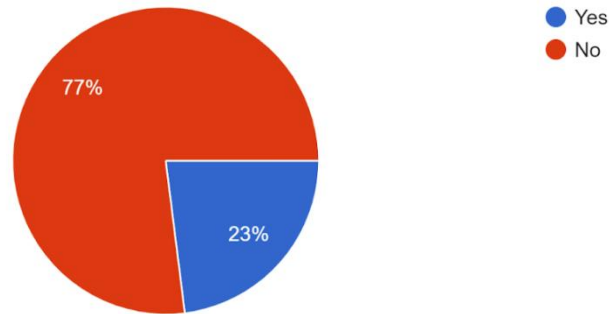How often do you take breaks from social media to engage in offline activities?

100 responses
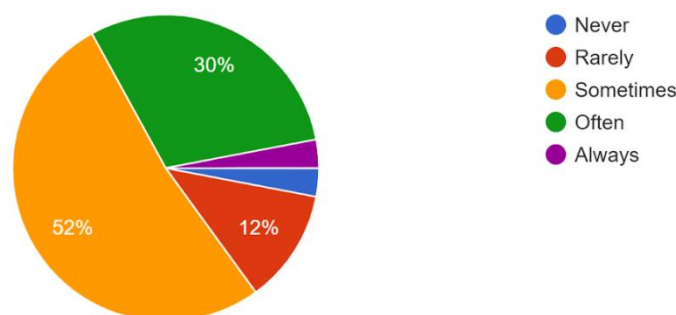
7.

Figure 7

52 participants sometimes take breaks from social media to engage in offline activities whereas, 30% often takes the break and 12% rarely take a break.

Have you ever sought help or support for issues related to social media addiction?
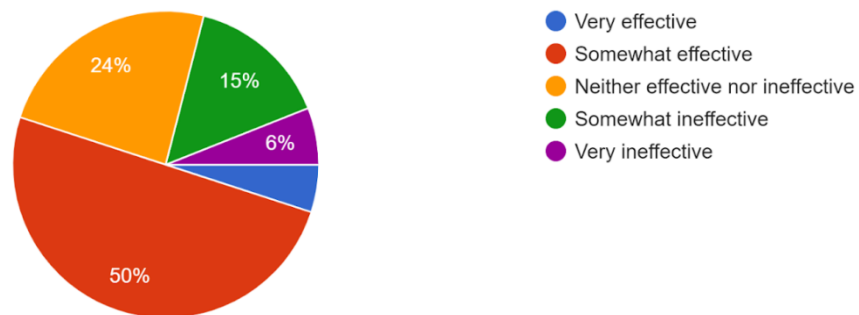100 responses

- Yes
- No

77%

23%

8.

Figure 8

77% participants have not taken any help or support for issues related to social media addiction whereas 23% has.

How effective do you think schools, parents, and other stakeholders are in addressing social media addiction among youth in your area?
100 responses

- Very effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective
- Very ineffective

24%   15%

6%

50%

9.

Figure 9

50% of participants feel that schools, parents, and other stakeholders are somewhat effective in addressing social media addiction whereas, 24% are neutral and 15% feel it is somewhat ineffective and 6% feel it is very ineffective.

How often do you feel pressured to present a curated or idealized version of yourself on social media?
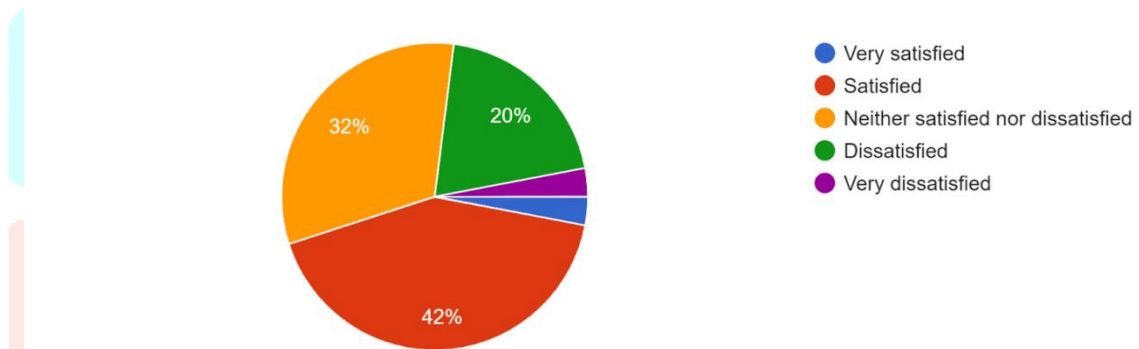
100 responses

- Always
- Often
- Sometimes
- Rarely
- Never

25%
47%
21%
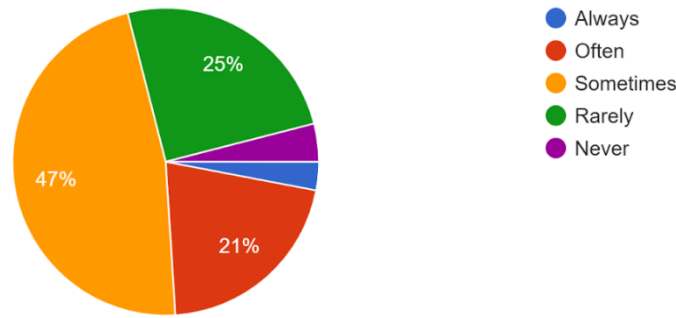
10.

Figure 10

47% sometimes feel pressured to present a curated or idealized version of yourself on social media whereas 25% rarely feel the pressure and 21% often feel the pressure.

How satisfied are you with your current level of control over your social media usage?
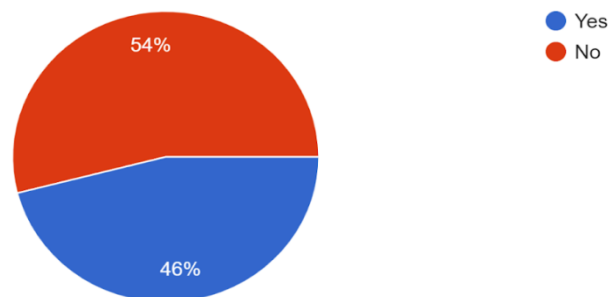
100 responses

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

32%
20%
42%

11.

Figure 11

42% are satisfied with the level of control they have over their social media usage, 32% participants are neither dissatisfied or satisfied whereas, 20% is dissatisfied.

Have you ever experienced physical symptoms such as eyestrain or headaches due to prolonged social media usage?
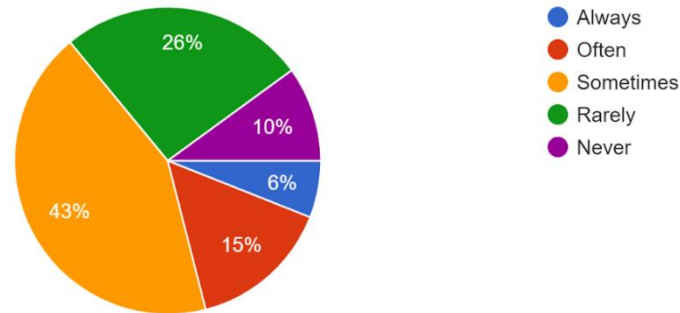
100 responses

- Yes
- No

54%
46%

12.

Figure 12

54% have not experiences physical symptoms such as eyestrain or headaches due to prolonged social media usage but 46% have.

How often do you compare yourself to others based on their social media posts?
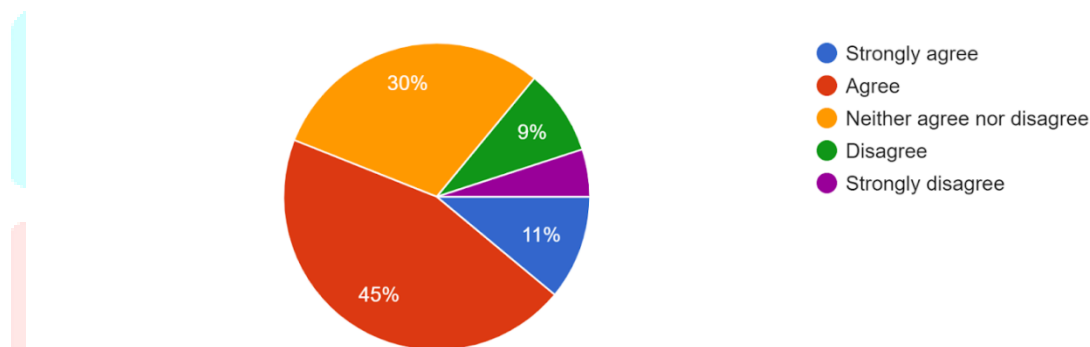100 responses

13.

Figure 13

43% participants sometimes compare themselves to others based on their social media posts. 26% rarely do it, 15% often do it, 10% never does it and 6% always compares them.

Do you believe that social media platforms should implement stricter regulations to prevent addictive features and protect users' well-being?
100 responses

14.

Figure 14

45% of participants agree that social media platforms should implement stricter regulations to prevent addictive features and protect users' well-being. 30% neither agree nor disagree, 11% strongly agrees and 9% disagrees.

Chapter 5
5.1: Key findings
5.1.1: Qualitative findings

The views from youth and parents in Delhi NCR provide a complex picture of social media use and how it affects people individually and as a family. Adolescents usually use Instagram and Snapchat several times a day, attracted to features like reels and stories. On the other hand, overuse has been connected to lower productivity, inferiority complexes, and unfavorable sentiments like FOMO and anxiety. Concerns regarding their children's internet usage and its possible impact on their wellbeing are common among parents. Setting boundaries and participating in offline activities are two strategies to control usage, although problems like disinformation and cyberbullying still exist. In order to either reduce or increase the risk of addiction, family relations are very important, and two important components are spending quality time offline and having open communication. The treatment of addiction should involve therapeutic interventions such as CBT and psychotherapy, while the promotion of digital literacy and healthy behaviors should be the focus of education and awareness campaigns. In general, combating social media addiction necessitates a

multifaceted strategy that involves people, families, and communities cooperating to promote a healthy relationship with technology.

5.1.2: Quantitative findings

The analysis of survey data from young adults in Delhi NCR provides insight into their complicated relationships with social media. It is clear that a sizable portion of participants spend a significant amount of time on social media, with a notable percentage devoting over three hours a day to these platforms. Instagram is the most popular social networking platform, with Snapchat and YouTube coming in close second and third, respectively. This suggests that users are drawn to visually stimulating material and rapid messaging capabilities. Nevertheless, a significant proportion of respondents acknowledge that they have difficulty restricting their use of social media, which frequently results in unfavorable feelings like jealousy and worry.

This problem is made even more difficult by the inherently addictive characteristics of these platforms, such notifications and never-ending scrolling, which encourage compulsive behavior. Although most people agree that it's important to take breaks from social media for offline activities, the data indicates that not many have actively looked for support for problems associated with social media addiction, which may indicate a need for more services. In addition, the participants exhibit differing degrees of satisfaction with their existing degree of control over social media usage. A noteworthy segment of the sample reports experiencing bodily ailments such as headaches or eyestrain as a result of extended usage.

Fascinatingly, despite the difficulties encountered, the majority of participants think that parents, schools, and other stakeholders are only mediocrely successful at treating social media addiction, indicating the need for more extensive interventions and support systems. These results highlight the complex and varied ways that people engage with social media, highlighting the need for more studies and programs that support young people's general wellbeing and healthy digital habits.

5.2: Analysis

The responses from the survey and in-depth interviews paint a multifaceted picture of social media usage among young adults in Delhi NCR. It's evident that social media plays a significant role in their daily lives, with most respondents spending a considerable amount of time on platforms like Instagram, Snapchat, and Twitter. While these platforms offer opportunities for connectivity and entertainment, they also present challenges such as excessive usage and negative emotional impact. Beyond mere connectivity, social media serves as a window to the world, offering a platform for self-expression, information dissemination, and entertainment. According to the survey findings, a sizable percentage of participants spend a lot of time on social media sites, especially YouTube, Instagram, and Snapchat. This quantitative finding is consistent with the qualitative responses that show difficulties in managing social media use and unpleasant feelings such as resentment and anxiety. Additionally, the quantitative data that emphasizes the addictive qualities of social media platforms—like never-ending scrolling and notifications—corresponds with the qualitative feedback that highlights the constant comparisons with others and the temptation to portray curated versions of oneself online. Furthermore, even if the majority says they are unhappy with the control they now have over how they use social media, the qualitative responses point to a lack of strong support systems, as seen by the low number of people who seek assistance for addiction-related problems.

Furthermore, the respondents' perception that parents, schools, and other stakeholders are only marginally successful in combating social media addiction aligns with qualitative findings that advocate for more extensive interventions and support services. The intricacy of social media usage patterns is highlighted by this connection between quantitative data and qualitative feedback, which also emphasizes the necessity for all-encompassing strategies to support better digital habits and wellbeing.

Chapter 6

6.1: Conclusion

In summary, this report offers a comprehensive exploration of social media addiction, its ramifications, and potential interventions. It has been studied how excessive social media use can negatively affect people's relationships and psychological well-being by synthesizing multiple studies. The research emphasizes the necessity for tailored strategies to effectively combat social media addiction. The findings from both the survey responses and in-depth interviews reveal a nuanced understanding of social media usage among young adults in Delhi NCR. While social media platforms offer avenues for connectivity, self-expression, and entertainment, they also present significant challenges, including excessive usage, negative emotional impact, and addictive behaviors. The pressure to maintain a curated online persona and the constant comparison to others contribute to feelings of inadequacy and stress. Moreover, addictive features like endless scrolling and notifications perpetuate compulsive usage, often at the expense of real-world interactions and productivity. Despite recognizing these challenges, few respondents sought professional help for social media addiction, highlighting a need for greater awareness and support.

Parents and other stakeholders expressed concerns about the impact of social media on youth mental and emotional well-being and emphasized the importance of moderation and balance. Strategies such as setting limits on screen time, promoting offline activities, and fostering open communication were suggested to mitigate the risks of social media addiction. However, addressing these challenges requires a holistic approach involving various stakeholders, including parents, educators, policymakers, and mental health professionals.

By raising awareness about the risks of excessive social media use, providing resources for digital literacy and self-regulation, and promoting healthy offline activities, we can cultivate a more balanced relationship with technology among youth in the region. Navigating these conversations may be challenging, but fostering a culture of mindful engagement and supportive communities can empower young adults to navigate the digital landscape with confidence and resilience. Ultimately, addressing social media addiction requires a comprehensive approach involving education, awareness, and support mechanisms to promote a healthier relationship with technology among youth in Delhi NCR and beyond.

Key insights reveal the answers to the research questions which are as follows:

1. Social media addiction is prevalent among youth in Delhi NCR, with a significant percentage exhibiting addictive tendencies such as compulsive use, offline withdrawal symptoms, and neglecting other responsibilities in favor of social media.

2. Excessive social media involvement among young people in Delhi NCR can have profound socio-cultural and psychological impacts. It may lead to negative effects on mental wellbeing, including depression, low self-esteem and anxiety. Additionally, it can negatively influence interpersonal relationships, sleep quality, and academic achievement.

3. Fear of losing out, peer pressure, the need for social validation, and the alluring qualities of well-known platforms are some of the root causes of addictive behaviors linked to social media use. These factors contribute to compulsive use and dependency on social media, exacerbating the risk of addiction among young people.

6.2: Recommendation

Addressing excessive social media use among youth in Delhi NCR requires a multi-faceted approach. Implementing digital literacy programs in schools and encouraging parental involvement are crucial. Creating supportive environments for open communication and advocating for stricter regulations on social media platforms are essential steps. Promoting offline activities and fostering strong interpersonal

relationships can help maintain a balance. Digital detoxification offers promise, providing individuals with an opportunity to disconnect from digital devices. Collaboration between stakeholders, including policymakers, educators, parents, and tech companies, is vital in creating a supportive digital environment and promoting healthier digital habits among youth.

Chapter 7

7.1 Limitations

Although this study provides insights into the social media usage patterns and perspectives of young adults in the Delhi NCR area, there are a number of limitations that should be taken into account. First off, given its modest size and narrow demographic emphasis, the 100 participant sample size, while useful, could not be totally representative of the general population. As such, caution should be taken when extending these results to other age groups or areas of the world. Additionally, using self-report measures raises the possibility of biases including social desirability and memory bias, which could have influenced participant responses and jeopardized the data's accuracy. Additionally, the qualitative component of the study was constrained by the lack of diversity among participants, primarily consisting of urban young adults. A more diversified sample that includes people from different socioeconomic backgrounds and rural places may provide greater insights into the complex nature of social media usage. Moreover, the study's capacity to monitor behavioral changes over time, emphasizes the necessity for additional longitudinal research. Although the quantitative analysis of the study offers useful descriptive data, the study's scope might be increased to incorporate more sophisticated statistical methods for a more thorough examination of the correlations between variables.

7.2 References:

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Chapter 8

Further studies

Although this study offers insightful information about how youth in Delhi NCR use social media, there are a number of directions in which future research might be conducted to improve our knowledge of this subject. Examining how cultural variations in social media usage habits affect wellbeing is one possible direction for further research. Studies that compare various cultural contexts may provide insight into the ways in which cultural norms and values influence people's opinions on social media and online activity. Furthermore, to monitor the long-term impacts of social media use on mental health and wellbeing, longitudinal research are required. Researchers can evaluate the relationship between changes in social media use and changes in psychological outcomes, such as sadness, anxiety, and self-esteem, by tracking participants over an extended period of time. It is essential to comprehend these long-term trends in order to create interventions and tactics that effectively encourage kids to adopt healthier social media habits.

Qualitative study may also go farther into the subjective experiences of those who are addicted to social media and investigate their viewpoints of possible therapies and support networks. Furthermore, research in the future may look at how social media literacy initiatives help young people adopt healthier online habits. Researchers can discover methods to enable people to use social media more carefully and responsibly by assessing the effectiveness of educational initiatives meant to improve digital literacy and critical thinking skills. Overall, these suggested avenues for further research have the potential to advance our understanding of social media's impact on youth and inform the development of evidence-based interventions and policies to promote healthier online environments.