

## DIGITAL ADDICTION: NEGATIVE IMPACT ON THE YOUTH IN THE PRESENT SOCIETY- A REVIEW

Dr.Uma Rani.K

Associate Professor in Psychology, SPW Degree & PG College, Tirupati

### Abstract

Addiction refers to the existence of compulsive behavior or of behaviors that are not controlled by the individual and that distance them from their normal actions. Digital addiction includes all the electronic devices like cell phones, video games, television, internet, etc. the whole world is accepting and adopting the ways towards the advancement of technology. In this global village, firstly our youth was allured to divert their attention towards these technologies. They have changed a lot by the usage of internet and a few of them have inclined for knowledge, information, awareness and exposure but the majority of them appear to the destruction of youth. They are actually addicted to them and unfortunately these companies encourage them by introducing new and attractive packages for youth, like in mobiles “the night packs” which is not necessary because all normal interactions can be dealt with during day time. In our youth segment the majority is student community that is spell bounded by these packages. They are losing the essence of their profession/studies and they are also derailing and deviation themselves. They are getting away from their goals, destinies and motives. Their minds are becoming stagnant and static, creativity and innovation is blocked by over using them which is nothing but addiction. They are getting psychologically weak and pressured.

*Keywords: Digital addiction, negative impact, youth*

### INTRODUCTION:

With increasing frequency the media brings up news about addiction to cell phones, television, video games and internet etc. Studies based on polls and observations made in different countries reach the same conclusion: young people in particular have become inseparable from their cell phones, internet, etc. According to the latest studies, one of every three teens admits to being hooked by their cell phones and Excessive use of video games may have some or all of the symptoms of drug addiction or other proposed psychological addictions. Some players become more concerned with their interactions in the game than in their broader lives. Players may play many hours per day, gain or lose significant weight due to playing, disrupt sleep patterns to play and suffer sleep deprivation as an effect, play at work, avoid phone calls from friends and lie about play time. Relationships with family and friends and performance at work or school may suffer.

Addiction to cell phone is becoming common these days. Youngsters feel a group pressure to remain inter connected and reachable round the clock. Children start to use mobile phones at an early stage of their life. There seem to be a connection between intensive use of cell phones and health compromising behavior such as smoking, snuffing and use of alcohol. It is necessary to increase the awareness among youngsters of the negative effects of excessive mobile phone use on their sleep-wake patterns, with serious health risks as well as attention and cognitive problems (H.P. Hutter, H. Mo-shammer, P. Wallner, M. Cartellieri, and D.M. Denk-Linnert, M. Kat zinger, K. Ehrenberger, M. Kund, 2010).

Digital addict is colloquially used to describe a person whose interaction with technology is verging on excessive, threatening to absorb their attention above all else and consequently having a negative impact on the well-being of the user. Used as a conversational phrase, digital addict describes an increasingly common dependence on devices in the digital age. The phrase is used to highlight the possible danger in being over exposed to technology in an age where the scope for using digital technologies in everyday life is ever-increasing and the danger of becoming dependent upon them is a distinct possibility. (Wikipedia, 2016) The term “digital addiction” is fairly broad, but it covers video games, the Internet, social media, technology and other addictions, as well as having some overlap with pornography addiction. Generally, it can be understood on the same behavioral basis as most other addictions - when you continue using a piece of digital-age technology to the point that it causes problems in your day-to-day life, you can't stop even if you try and you feel agitated or uncomfortable when you can't use it (for example, experiencing anxiety when you forget or misplace your smart phone), there are obvious parallels with drug and alcohol addiction. Much like with gambling addiction—a more widely accepted non-substance addiction -the compulsion to continue playing or continue browsing can have pronounced negative effects. (Promise, 2016)

Studies suggest that one in eight Americans suffers from problematic Internet use. Those estimates are higher in China, Taiwan, and Korea, where 30% or more of the population may experience problematic use. Teens and young adults under 25 are most vulnerable, mainly because the Internet and digital devices are embedded in their culture. They know as “digital natives” or “Generation D”. Teens are more affected by peer pressure - as well as having unhealthy role models in many parents. (Swanson, 2014)

Increasing evidence shows that texting and internet addiction can negatively affect lives. It's time to treat digital dependence as a real diagnosable disorder. There's also the trend of not being able to live in the moment - without broadcasting every detail in text, tweet, or social media share. It speaks to a larger issue, in internet-speak FOMO, also known as the dreaded Fear of Missing Out. It's an interesting social phenomenon. The problem becomes, "you're not really living your life, and you're transmitting it. According to the Center for Internet Addiction, national surveys showed that over 70% of Internet addicts also suffered from other addictions: drugs, alcohol, smoking, and sex. Trends show that the majority of Internet addicts suffer from emotional problems like depression, mood disorders, social disorders, and anxiety disorders. Almost 75% of Internet addicts also suffer from relationship problems, and they use interactive online applications such as social media, virtual communities, video games or online gaming as a safe way of establishing new relationships and more confidently relating to others through the virtual world.

Now it's time to add new term in our addiction dictionary which are related to digital addiction

#### **EFFECTS ON LIFE:**

There are a lot of negative effects of digital addiction on life. Digital addiction becomes a problem when a subject does not want to use internet or face book, but experiences an uncontrollable compulsion to start or continue using. The subject may not accomplish tasks or goals that he or she feels are important. Another negative effect of digital addiction is that people often feel withdrawal symptoms when they try to go for long periods without using internet or smart phone. Many users may feel anxious for a time as they try to adjust to living without internet. Coupled with other factors, habitual use of internet, over long periods of time, has been known to cause, in some people, a lack of motivation and feelings of listlessness, depression, and anger (Jennifer A. Manganello; Catherine A. Taylor, 2009). People use internet more than any other activity, 8 hours a day on average in India. For reading and other activities the figures did not go above 30 mins. Early childhood aggression can be problematic for parents, teachers and childhood peers and sometimes is predictive of more serious behavior problems to come, such as juvenile delinquency, adulthood violence and criminal behavior," according to background information in the article. Various predictive factors for childhood aggression have been studied. These include parents' discipline style, neighborhood safety and media exposure. "After music and television smart phone is the medium children aged 0 to 3 years are exposed to the most." Although the American Academy of Pediatrics recommends no screen media for children younger than age 2. Addiction to cell phones could be counted among those considered substance-free or psychological addiction; perhaps we could include compulsive gambling, compulsive use of video games, or the internet.

Psychological addictions don't have chemical substances in them, but there is a degree of dependency and a certain amount of loss of control by the one who has it. Impact of the Internet is the largest source of information in the world today. With its web sites and chat rooms, it is a means of communicating with people in places all over the face of the earth. Since its conception in 1973, the Internet has grown at a whirlwind rate. 51 million adults were on-line as of the second quarter 1997 in the United States alone. Some say that the Internet is so enjoyable that it is almost addictive. The problem is that researchers are beginning to agree with them. Studies are revealing that there may be an actual form of addiction involved with over-use of the Internet. Identifying which category of addiction the Internet falls into is the problem.

- TV exposure may be associated with aggressive behavior in young children.
- Too much TV linked to future fast-food intake.
- Prolonged mobile phone use may be linked to tinnitus.
- Radiation from cell phones affects the memory.
- Cell phones users drive like old folks.
- Excessive mobile phone use affects sleep in teens.
- Internet addiction makes one have mixed feeling of well-being and guilt while at the computer.
- They make unsuccessful efforts to quit or limit their computer use
- Video games addiction increase in emotional and behavioral disorder symptoms
- Video games addiction declines in verbal memory performance.
- Playing violent video games is a significant risk factor for later physically aggressive behavior
- Video games addiction causes attention problems such as hyperactivity, ADD or ADHD.
- Family interaction problems such as less positive parental relations are caused due to video game addiction.

#### **REMEDIES FOR DIGITAL ADDICTION:**

Technology are created to remove all road blocks and to support our daily work but now these technologies itself acting as a road blocks in the form of digital addiction. Productive use of technologies has possibilities to create new innovation effortlessly whereas inappropriate use of it hinders our performance. Now what to do for digital addicted digital world especially generation D. One option may be not using digital based gadgets which seem inappropriate in toady era. We need to search solutions where youngster controls the technology, not controlled by technology. It time to identify and create balance and healthier relationship between technology and its use. Parents, peers and teachers has most important role in this regard.

Parents have to act as a healthy role model for their children to make them aware about how to use and manage digital device in their daily routine (Swanson, 2014). Ideal parents keep eyes on their children's friends because youngsters are more attached and affected by their peers behavior. Experts suggest experimenting our self with text free hours or day, mobile free hours or day and go on text or mobile vacation may be good option for de-addiction. Parents make their children, if addicted to attend de-addiction workshop and counseling programs organized by NGO's. Experts also notice that younger children and teenagers too suffer withdrawal symptoms and separation anxiety when phones and tablets are taken away from them. Counselors urge parents to address the concerns of the digital age by monitoring gadget time and putting family time on the must do chart. Schools, too, are waking up to the need for a digital diet for stu-

dents by banning phones on campus. There's no quick-fix solution to digital addiction and going gadget less is not a final solution. It time to cultivate digital hygiene, (PAI, 2016) and it include create a corner for your gadgets when you go to sleep, throw the television remote and mobile phone out of the bedroom, for work place list down norms with tech-free spaces and no-gadget work time and urging employees to reclaim their weekends and so on.

### CONCLUSION

Today's youth have constant access to television, cell phones, movies, music, video games, and the Internet. However, it can also teach negative life lessons; consume too much of time; and distract them from exercise, other physical play and socialization. Parents can best guide their children's media choices by educating themselves about the forms modern media take (including the newest internet formats for obtaining and consuming media and for communicating), by monitoring media youth consume, by reviewing media before releasing it to youth, by careful use of media blocking technologies to make it harder for youth to view inappropriate content, and by setting and enforcing clear rules and boundaries for balanced media use. Addicted to the technology powering social media technology may actually have an adverse effect on nurturing and developing new social connections. We need to devote time to ourselves, nourish our brains and engage in exercise as an antidote to digital addiction. Reconnecting with nature, taking time to look at our surroundings—instead of burying our heads in our phones—is a step in the right direction.

### REFERENCE:

1. Jennifer A. Manganello; Catherine A. Taylor. Television Exposure as a Risk Factor for Aggressive Behavior among 3-Year-Old Children. *Archives of Pediatrics and Adolescent Medicine*, 2009; 163 (11): 1037 DOI: [10.1001/archpediatrics.2009.193](https://doi.org/10.1001/archpediatrics.2009.193).
2. H.P. Hutter, H. Moshhammer, P. Wallner, M. Cartellieri, D.M. Denk-Linnert, M. Katzinger, K. Ehrenberger, M. Kundi. Tinnitus and mobile phone use. *Occupational and Environmental Medicine*, 2010; DOI.
3. Wikipedia. (2016, 2 20). Retrieved from en.wikipedia.org: [https://en.wikipedia.org/wiki/Digital\\_addict](https://en.wikipedia.org/wiki/Digital_addict)
4. Promise. (2016, 2 20). Retrieved from www.promise.com: <https://www.promises.com/articles/addiction/digital-addiction-this-is-your-brain-online/>
5. Swanson, J. (2014, 06 10). Digital-addictions-are-real-addictions. Retrieved from www.thefix.xoc: <https://www.thefix.com/content/digital-addictions-are-real-addictions>
6. PAI, A. (2016, 1). INDIA TODAY. Retrieved from readers digest: <http://readersdigest.co.in/story/smartphoneslaves/1/122913.html>