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Social Media Addiction and Its Mediation

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ABSTRACT: Dependence on social networks, according to world experts, has long assumed the character of a disease. And, although within the framework of psychopathology, the code has not yet been officially assigned, this dependence is growing, spreading and is already being regarded as a problematic condition among the users. The following article looks into the dependence on media and its treatment.

KEY WORDS: dependence, media account, symptoms, mediation.

Psychological or behavioral dependence on social media platforms can result in significant impairment in an individual's function in various life domains over a prolonged period. This and other relationships between digital media use and mental health have been considerably researched, debated, and discussed among experts in several disciplines, and have generated controversy in medical, scientific, and technological communities. Research suggests that it affects women and girls more than boys and men and that it varies according to the social media platform used. Such disorders can be diagnosed when an individual engages in online activities at the cost of fulfilling daily responsibilities or pursuing other interests, and without regard for the negative consequences.

The problem of dependence on social networks is considered as a real threat to the psyche, along with chemical addictions that change personality and the ability to social adaptation. The availability, prevalence and features of the construction of the network communications themselves are able to satisfy any human needs. There are standard ones designed for a wide audience, and there are highly specialized ones, where people can satisfy their professional interests or develop. Twitter, Facebook, Instagram exist for the main consumers and are widespread, networks with a medical or IT direction are less popular, but more in demand among a narrow audience.

Positive is the ability to exchange any information, look for like-minded people even while in captivity or among spiritually strangers. Many professional industries are also moving to social networks - here you can find vacancies and a suitable employee, no longer focusing on standard resumes, but recognizing a person as a person by scrolling through his profile. You can book places to stay and agree on joint trips in the appropriate groups, creating your own page helps to promote your creativity, and without using social networks it would be more difficult and longer.

This is a way of earning money or raising funds for charity, an opportunity to help law enforcement agencies by filing a violation or a found wallet or passport. A huge number of positive moments are born precisely due to the fact that there is an unification of people, using all the possibilities of the Internet. The only drawback of this phenomenon is the emerging psychological dependence on social networks, after which a person practically refuses to live in the real world, completely transferring his communication and any other social contacts online.

I. REASONS FOR ADDICTION

The dependence of young people on social networks is explained by the fact that it is a cult of the present. It is no longer fashionable to drink, use drugs or smoke, but it is fashionable to blog, write stories and upload photos about every event. The older generation uses communication on the Internet much less often, and also resorts to the formats of solving problems that are offered in social networks. Those who were looking for lost things still turn to the police, and those who met through mutual friends do not start looking for a companion through the same subscriptions.In addition to age-related reasons, it is worth remembering that developers are constantly increasing the functionality, making communication easier, and filling colorful and enjoyable. A huge number of settings helps to create the world that is convenient for you - the ability to add to friends and maintain confidentiality, adjust who will know what news or receive comments. Here you can unsubscribe and not see what you do not want to see, no one will force you to interact with unpleasant people.

Everyone creates his own ideal world, which is more attractive than the real one, constantly available (now there are more chances to get an answer in the messenger than that a person will come to a meeting or pick up the phone), and

also there will be those people in his friends, acquaintance with which is even impossible in reality (we do not take into account that these people can add you not out of interest, but out of politeness). Regular confrontation with a stressful reality forces us to seek refuge in an alternative, more and more often looking at the social network and increasing the chasm more and more.

II. SIGNS OF ADDICTION

Signs of addiction to social networks include both emotional and behavioral patterns, some of which have in common with any type of addiction, and some are exclusively specific to addiction to Internet communication. The first sign of dependence on social networks is the appearance of an irresistible desire to go to your page or watch news in a group, check the number of likes or new comments. At the emotional level, a person does not have access to the analysis of the absence of the need for every minute check, and instead of it, anxiety and fear may be present.Then there is a loss of temporary control, which eventually begins to lead to frustration of the material real life and the failure to fulfill certain obligations. So, not realizing that it took not a few minutes, but a couple of hours to check the likes and photos, the person misses meetings or does not perform the necessary work. It may turn out that the complaints of real loved ones are getting stronger, the person is accused of insufficient attention to his own family and everyday problems. The addict himself may consider these complaints inappropriate, zealously discuss with Facebook friends the inappropriateness of the family's demands, and they will support.

To overcome addiction, you have to hold out on willpower, because any dependence is also formed at the hormonal level, therefore, the lack of dopamine will push back to scroll through the tape. It is necessary to load yourself as much as possible with pleasant events, because this is not a constructive strategy, especially in the fight against addiction.
You will have to initially take care of reducing provocations - go into the settings of all applications and turn off notifications about any events - sounds and reminders about all birthdays, comments, likes and messages can be distracting throughout the day, creating a feeling of anxiety when the phone does not emit sounds - then a person tries to check everything on his own. If you turn off notifications, then after a couple of days the psyche ceases to experience anxiety from silence and at the same time gets focused on what is happening in life right now.
Don't get rid of your social media presence right away, you can gradually shorten the time you spend there. It is better to start by going there at a certain time, then a schedule is developed and the visit ceases to be chaotic. After the control over the visit is developed, it is possible to shift either the length of time spent on the social network or the frequency of news updates. It is worth wary of the main habit of addicts - to start and end the day with social networks. Here it is better to sit in them at least all day, but devote the morning and time before bedtime to other activities.

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