Selene Garza

Dr. Scaggs

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Does Limited Self-Control of Social Media Use Develops into Addictive Social Media Use and Inactivity

**Introduction**

Social media use among the youth has been an issue that has long been discussed and debated over its impacts on the millennial generation. Technology is providing the youth and any other eligible person the opportunity to gain social satisfaction through social platforms that already exist in the market (Casale, Silvia, et al, 2018). For instance, there is a variety of social platforms that currently connect people across the world letting people share ideas of all aspects of life. Debates have transitioned from drug to social media addiction which implies that the current generation is facing a complex problem that is difficult to address. However, research shows that addiction might depend on individual’s level of self-control. In this regard, the experiment focuses on finding whether a limited self-control on social media use leads to increased social media use (addiction) or inactivity.

**Literature Review**

Social media is undeniably tempting given the diverse actions and uses an individual can utilize from its platforms and sites. Individuals often find themselves strongly attached to other social groups, news and entertainment among other feeds that social medial platforms can offer to its users (Brevers, Damien, et al, 2019). For this reason, social media can make individuals addicted to what makes them interested and can affect their normal life. In the recent years, social medial platforms have tried to address the diverse needs of its users to increase their competence and business success across the globe.

However, the rate of social media use depends on one self’s control and personality. Various studies have shown that a large group of people have become obsessed with some social medial platforms. For instance, it is unlikely for many young people to spend hours without checking their interesting social medial platforms which then justifies the idea that social media use has become addictive. Social media use has different effects to the user that can range from emotions to perceptions towards self (Özdemir, Yalçın, et al, 2014). However, the widely discussed issue is addiction which is evidenced by how people spent their time checking on their social platforms or sites than engaging into productive activities.

Research shows that a great number of people have become overly concerned with social media content. Individuals are excessively spending much of their time following what is being provided by social media sites. Social media addiction has been proved by many studies that show that a large number spend much of their time in their favorite social media sites (Hou, Yubo, et al, 2019). Introduction of smartphones that are able to access the internet precipitated another level of social media usage which has then increased the time people spend while trying to connect and follow other people’s social activities.

However, the rate of excessively getting involved into something depends on one’s self control. Social networking sites are available to anyone who is able to access the internet and reveal both positive and negative effects to their users. The level of social media use addiction depends on how much time an individual spends on checking social updates from the platforms rather than engaging into productive or healthy activities. Accordingly, the strategies that an individual use to regulate their social media use depends on their self-awareness. This is determined by how an individual is conscious of the amount of time he/she spends on social media networking sites or platforms.

The level of self-control person has determines the rate at which one can become obsessed with something. In this regard, people with low levels of self-consciousness and greatly interested in using social media to satisfy their social needs have found it difficult to tame the amount of time they spend on social media platforms (Özdemir, Yalçın, et al, 2014). Social media users with low self-control on media usage spend much of their time sharing with and following their friends’ updates in their social networking sites. Their limited self-control leads them high levels of social media use dependency to make them feel social connected with others around them.

**Material Used/Experiment Design**

 The researcher used a matched pair experiment design to determine how self-control affects the level of social media use between two age sets. The student (the researcher) selected five individuals of age 17-24 and another set of age 27-31 since the two groups have differing levels of self-consciousness. The groups were then introduced to a social networking site that had many unknown fun feeds and updates. Each individual was asked to report the number of fun videos and feeds watched in a day for the researcher to collect data on how participants spend their time following the social updates from the unknown site.

 The same procedure was repeated for three days with the researcher asking some question on whether some skipped their classes, assignments, duties, or the site affected their normal daily schedules of carrying out their activities. The design was used to determine how self-control can vary across different age groups regardless of how social media platforms could provide entertaining content to its users. The researcher used a journal book to record the number and the amount of time each participant based on the two groups spend in the site following the entertaining feeds availed in the site.

**Findings**

 From the experiment design, the researcher first tried to discover how self-control be an issue across the human population. The results show that a percentage of both two groups became obsessed with the fun feeds availed in the unknown social media site. Most found it to be a source of fun and spend much of their time following whatever was been provided in the site. The results from both groups were equal since participants from the first group were students and could afford to spend much of their time in the site due to various reasons just like those from the other group. On the other hand, there were individuals who nearly had little time to sleep and carry out their daily activities since the fun from the site outweighed the consciousness to operate normally as they did before.

 From the results, a great percentage from both the groups omitted some normal routines and practices to focus on the fun been provided by the site. Most admitted that it would be possible for a person to spend a whole day and night following the entertaining content availed by the site. The 17-24 set of participants largely comprised of students and most complaint to have forgotten to complete or make a timely submission of assignments. Some said that they did not study at all and were worried of the implications the social site could have on their academic performance. Results from the other older group revealed that limited self-control on the usage of social media can affect one’s ability to timely carry out normal operations as required in one’s routinely practices.

 According to the experiment, limited self-control leads to increased levels of social media use. Little self-consciousness is associated with great tendency of one strongly getting obsessed with something that generates satisfaction regardless of the impact it can have in life. A large number of the participants got obsessed with the fun content availed in the site and forgot to consider the basic or the most important activities to carry in their daily practices. For this reason, their limited self-control could easily affect their life due to high level of addiction experienced from the social networking site.

**Conclusion**

In conclusion, limited self-control of social media use leads to social media addiction. The level at which an individual is able to be conscious of the rate of social media usage determines the amount of time at which an individual can spend on checking social media feeds. People with low self-control on social media use find it difficult to quit checking the content being updated from their social networking sites (Özdemir, Yalçın, et al, 2014). Lack of self-consciousness on how to use social media confines individuals into excessive reliance of social media over the normal or other activities where one gain pleasure or social, physical, and psychological health.

Works Cited

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