

Consequences of Social Media Addiction: A Triadic Perspective on Mental, Social, and Physical Health

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ABSTRACT

In the current digital landscape, social media addiction has become increasingly prominent, particularly among adolescents and young adults. This narrative review investigates the concept, theoretical frameworks, and wide-ranging effects of social media addiction on individual psychological, physiological, and social aspects. It also explored the use of social media in educational settings and strategies to lessen reliance on it. Theoretical framework provides insights into the development and perseverance of social media addiction. This review highlights negative psychological consequences, including increased stress, anxiety, depression, loneliness, and reduced attention span. Socially, its excessive use leads to isolation, weakened face-to-face social skills, and strained personal relationships. Physically, addiction disrupts sleep patterns, causes eye strain, and impairs cognitive functions. Although social media can support learning and collaboration in educational environments, it also increases distractions and reduces concentration. Addressing these challenges requires comprehensive intervention strategies, such as time management training, cognitive-behavioral therapies, and digital literacy programs. Future research should focus on developing holistic intervention programs, conducting longitudinal studies, evaluating strategies across demographics, exploring AI-driven solutions, enhancing digital literacy curricula, and examining cultural factors influencing addiction.

Keywords: *Social media addiction, Digital habits, Internet addiction, Digital detox, Digital citizenship, Biopsychosocial*

The matter of social media addiction has attracted significant interest from researchers, psychologists, and health professionals globally. This form of addiction is often marked by intense and compulsive interaction with social media platforms, which may sometimes result in negative consequences for individuals' well-being and daily routines, especially among adolescents, teenagers and young adults. The widespread adoption of smartphones and easy and convenient access to the internet have contributed to the swift rise in social media usage, potentially increasing the risk of addiction. Various theories have been suggested to illuminate the underlying mechanisms of social media addiction, offering valuable insights and knowledge into its development and persistence. As this issue becomes more extensive, it is important to understand its impact on individuals' psychological, social,

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and physical health. Further, identifying effective strategies to address and mitigate social media addiction is crucial for fostering healthier digital habits and enhancing overall quality of life. The objective of this study was to investigate the phenomenon of social media addiction, its progression, underlying theoretical models, the range of effects it has on individuals, and potential methods to mitigate its prevalence in society.

In conclusion, social media addiction is a multifaceted and pressing concern in the increasingly digital world. As smartphone and Internet access become more prevalent, the likelihood of developing compulsive social media behaviors may continue to rise. Especially, the Covid-19 has significantly boosted the smartphone and social media use, as drastic digital shift was observed due to social distancing and quarantine. This research explored the idea, evolution, theoretical foundations, and extensive effects of social media addiction on individuals' mental, social, and physical well-being. Grasping these elements is crucial for creating effective interventions and strategies, as well as encouraging healthier digital practices (Al-Samarraie et al., 2021). As studies in this area advance, it is essential for society to tackle the issues brought about by social media addiction to maintain a balanced and satisfying interaction with technology in our everyday lives.

Objectives

- To study the concept of social media addiction.
- To study the major theories associated with social media addiction.
- To study the impact of social media addiction on an individual's psychological, social, and physiological aspects.
- To look at social media use in education.
- To find out the strategies that have been suggested to combat social media addiction.

METHODOLOGY

The literature review method is narrative review. This study employed a structured yet flexible approach to synthesise theoretical and empirical insights into social media addiction. A comprehensive exploration executed across databases including Google Scholar, Scopus, PubMed, and Web of Science using keywords such as social media addiction, internet addiction, problematic use of social media, active-passive use of social media, and digital addiction. The focus was on peer-reviewed English studies, especially those involving adolescents, university students, and young adults. Investigations into the psychological, behavioral, and sociological facets of social media engagement were included, while studies on non-human subjects were excluded. The selected sources were thematically analyzed to identify patterns and key issues, enabling a critical synthesis of findings and perspectives related to the phenomenon to disseminate information.

The Concept of Social Media Addiction

Social media addiction refers to the uncontrollable use of social platforms for both entertainment and communication purposes. (Saqib et al., 2024). It manifests as an uncontrollable urge to log on, often resulting in the neglect of personal responsibilities and relationships (Thara & Nagesh, 2024).

Some researchers define social media addiction through its causes and manifestations, such as lack of friends, social necessity, feeling of fulfilment, fear of missing out, and intertwining social media with daily life (Aksoy, 2018). It is characterized by the excessive and immoderate use of social media platforms, often measured through scales adapted from Internet addiction

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measures (Hawi & Samaha, 2018) (Simsek et al., 2019). Some studies defined this addiction based on the six components enshrined by the Griffiths, which probably encompass elements like prominence, mood alteration, increased tolerance, withdrawal symptoms, conflict, and recurrence.

Social media addiction is an increasingly common issue marked by the frequent use of social media platforms, which adversely affects various aspects of person's life. It is recognized as a distinct form of Internet addiction with unique features and impacts (Lyvers et al., 2022).

It is defined as excessive, immoderate and compulsive engagement with social media platforms, which negatively impacts person's daily livelihood and prominently well-being. This addiction is a significant concern, dominantly in adolescents, teenagers and young adults. It is shown in studies that high levels of social media addiction among various populations, with one study reporting high levels of addiction in 72.0% of adolescents (Victor et al., 2024). Social media addiction is defined by an intense focus on social networking sites, a growing need to spend more time on these platforms to achieve satisfaction, experiencing withdrawal symptoms when access is restricted, and the persistent use of social media despite facing negative outcomes (Allahverdi, 2021). This form of addiction is often linked to factors such as a lack of social connections, the necessity for social engagement, fear of missing out, and the integration of social media into daily routines (Aksoy, 2018). The addiction process generally consists of an initial phase followed by a continuation phase, with different motivations influencing usage at each stage (Aksoy, 2018). Although social media addiction shares several characteristics with Internet addiction, it also possesses unique features. Both types of addiction are influenced by personality traits, including agreeableness, conscientiousness, openness to experience, and emotional stability.

In conclusion, social media addiction is a complex phenomenon influenced by various psychological, social, physiological, and technological factors. It is characterized by an emotional and functional attachment to social media platforms, driven by both psychological and technical aspects of these platforms (Cao et al., 2020). The *Bergen Facebook Addiction Scale* and *Bergen Social Media Addiction Scale* are commonly used measuring the social media addiction (Duradoni et al., 2020). These scales likely incorporate specific criteria or behaviors to define addiction. Understanding the aforesaid concept is important in order to develop interventions and policies to addressing the growing concern related to the wide and intemperate social media use, particularly in students (Al-Samarraie et al., 2021). The effective dissemination of the concept of "Digital resilience" would significantly work positive for reducing the addiction related to digital devices and its feature. The conscious, productive, and balanced use would lower the addiction levels.

Theoretical Framework of Social Media Addiction

A) Disease Model of Addiction

It has popularized by E.M. Jellinek in the mid-20th century, conceptualises addiction as a chronic, relapsing brain disease rather than a moral failing. It emphasizes that addicts have little control over their behavior due to genetic, neurological, and physiological impairments, suggesting the need for medical and therapeutic interventions. The addiction model, when applied to social media, posits that problematic social media use (PSMU) can be viewed as a behavioral addiction influenced by neurobiological, psychological, and social elements that contribute to its onset and persistence (Tereshchenko, 2023). Neurobiological evidence supports the disease model of social media addiction. Studies have found associations between

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PSMU and structural/functional characteristics of the brain and autonomic nervous system, as well as neurochemical correlations (Tereshchenko, 2023).

B) *Neurobiological and Psychophysiological perspective*

This viewpoint considers addiction to be a malfunction of brain circuits related to reward, motivation, memory, and self-control, with alterations in dopamine pathways driving compulsive behaviors. From a neurobiological perspective, it examines brain, body, and behavior relationships, including psychological factors. Social media addiction (SMA) shares features with behavioral and substance addictions. Brain imaging shows SMA causes alterations in brain regions, including reduced impulse control and impaired decision-making (Weinstein & Lejoyeux, 2020). SMA activates brain regions for cognitive and sensory functions not involved in other addictions, revealing unique features while sharing similarities with other addictions (Weinstein & Lejoyeux, 2020).

C) *Addictive Personality Model*

Proposed by theorists like Alan R. Lang (1983), the Addictive Personality Model suggests that certain personality traits—such as impulsivity, sensation-seeking, and neuroticism—predispose individuals to addictive behaviors. It emphasizes psychological vulnerabilities rather than environmental causes in the development of addictions. The addictive personality model in social media addiction is a compound occurrence influenced by various factors, including personality traits, psychological deficits and distress, and social factors. The studies indicate that particular personality traits are associated with a higher risk of addiction. The low conscientiousness is positively related to smartphone addiction, which is closely linked to social media addiction (Herrero et al., 2021). According to Hawi and Samaha (2018), the Big Five personality traits, especially agreeableness, conscientiousness, openness to new experiences, and emotional stability, have been recognized as indicators of addiction to the Internet and social media. Additionally, attachment styles significantly influence social media addiction.

D) *Operant Conditioning Model*

It offers a thoughtful explanation of addiction as a learned behaviour that is maintained through reinforcement. This is discovered by the famous behavioral psychologist “Burrhus Frederic Skinner”. Positive reinforcement, such as the pleasure derived from social media use, and negative reinforcement, like the relief from anxiety or stress, both contribute to the increased likelihood of repeated addictive behavior. Consequently, addiction is perceived as behavior shaped and maintained by consequences rather than being solely an internal illness. This concept is a fundamental aspect of behavioral psychology and plays a vital role in understanding the addiction caused by social media use. This form of learning occurs when behaviors are either reinforced or punished, leading to an increase or decrease in their frequency. In the context of this addiction, the principles pertaining to operant conditioning can provide valuable insights and feedback into how social media users become increasingly engaged with these platforms (Allahverdi, 2021; Grau et al., 2019).

E) *Social Cognitive Model*

Albert Bandura’s Social Cognitive Theory (1986) thoughtfully emphasizes that addiction may develop through the interaction of personal factors, behaviors, and influence of environment. It highlights observational learning (modelling), expectancies (anticipated outcomes), and self-efficacy (belief in one's ability to resist) as key to initiating, controlling, and perpetuating addictive behaviors. It offers key observations into the development, management and

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maintenance of social media addiction. This model thoughtfully emphasizes the interplay between factors related to cognition, environmental influences, and behavioral outcomes in shaping addictive behaviors (Niaura, 2000; Yu et al., 2015). As it pertains to social media addiction, the social cognitive model highlights the role of outcome expectancies and self-efficacy as key cognitive factors that may influence addictive tendencies.

F) *Caplan's Problematic Internet Use*

Caplan, Kenneth in 2002 had proposed this model, suggesting that maladaptive patterns of internet use may often serve as compensatory responses to underlying psychosocial challenges such as loneliness, depression, or difficulties with social skills. The model considers internet addiction as a symptom of broader psychological distress rather than a primary disorder. Caplan's model of problematic internet use highlights turning to online spaces for social comfort, using the internet to cope with emotions, finding it hard to set boundaries, and experiencing the fallout of that digital dependence. (Gámez-Guadix & Calvete, 2016). These components appear to closely align with the characteristics of social media addiction. Such as, individuals experiencing social media addiction often demonstrate an inclination for online social interactions over real-life interactions, utilize social media platforms to regulate their mood, encounter challenges with self-control in their social media use, and experience adverse consequences as a result (Cao et al., 2020; Lyvers et al., 2022).

G) *Self-Determination Theory*

It was propounded by Deci and Ryan, suggests that addiction, including excessive internet use, may arise from the inability to satisfy three fundamental psychological needs: autonomy, competence, and relatedness. When these such needs are unmet, person might turn to externally controlled rewards, resulting in addictive behaviors. This theory offers a perspective for knowing the link among addiction due to social media use and psychological well-being. Aforesaid fundamental psychological needs that are crucial for optimal functioning and well-being (Deci & Ryan, 2000; Deci & Ryan, 2008). When gazed through the perspectives of social media, SDT implies whether such needs are fulfilled or thwarted affects addiction patterns and outcomes. While social media platforms can meet these psychological needs, excessive use can lead to addiction and hinder their.

H) *Gratification Theory*

It stems from the Uses and Gratifications Approach developed by Katz, Blumler, and Gurevitch in the 1970s, posits that people use media, including the internet, to satisfy particular psychological and social needs such as entertainment, escapism, social interaction, or the formation of personal identity. Vital to understand, over time, an excessive pursuit of these gratifications may lead to addictive behaviors. This theory posits that individuals actively seek media to satisfy certain psychological and social needs, and the gratifications they derive from this engagement can influence their continued use of the platform. The studies has identified several primary gratifications that may influence user behavior. These factors encompass virtual community, information seeking, aesthetic experience, monetary compensation, diversion, personal status, and relationship maintenance (Song et al., 2004). Importantly, the gratification derived from "Virtual Community" has been identified as a new element specific to internet usage, underscoring the unique social aspects of online platforms.

I) *Compensatory Internet Use Theory*

In 2011, Joshua F. Davis and his team introduced this theory, suggesting people often use the internet and media platforms to fulfil unmet offline needs for social connection, emotional support, or self-esteem. This compensatory behavior becomes problematic when online

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activities become the primary method of dealing with real-life challenges. The theory suggests people use the internet and social media to escape from challenges or improve negative moods, which can lead to adverse consequences (Kardefelt-Winther, 2013). Regarding social media addiction, the theory aligns with research showing individuals with insecure attachment styles are often more likely to exhibit intensive usage of social media platforms (D'Arienzo et al., 2019). These individuals might do it to compensate for lack of affection in real-time relationships. Similarly, escapism and social compensation motives are significant for those with insecure attachments in their internet usage (Eichenberg et al., 2017).

The Effects of Social Media Addiction on Mental, Social, and Physical Well-being

Digital addiction, especially the one with relating to the use of social media resulting in addiction, is raising concerns among individuals, especially among adolescents and youth, which directly and indirectly affects the psychological health, social skills, and physiological aspects. The substantial growth of social media and its usage also predicts the addictive nature as well as the behavioural changes.

a) *Psychological*: Excessive as well as intensive utilisation of social media and media consumption could impact multiple mental and cognitive aspects, particularly contributing to cognitive deficits. The compulsion to engage with social media also leads to emotional and mental shifts and is connected to the reasons for its use. Numerous studies have identified the negative consequences of social media usage, which results in addiction. Post-pandemic, the pattern of using social media made people more addicted and altered their behaviour due to excessive screentime, scrolling, and bingeing. The consequences of this addiction impacted their productivity and quality of life. The psychological imbalance is the root cause of cognitive deficit and social capabilities.

Psychological distress is a frequent consequence of social media addiction. Social media addiction may yield stress, anxiety, irritation, loneliness, low attention span, depression, burnout, etc. Some studies reflect the high social media use is related to higher levels of depression, anxiety, and stress (Huang et al., 2023; Malak et al., 2021; Satıcı et al., 2021). It has been linked to various negative effects on users, particularly concerning attention span and cognitive functioning. The studies indicate that uncontrolled social media utilisation could lead to attention bias as well as reduced focus, potentially impacting academic performance and overall well-being (Malak et al., 2021; Xiao et al., 2022).

The connection between social media addiction and psychological distress seems to be reciprocal, with each intensifying the other (Tullett-Prado et al., 2023). It can negatively affect academic performance, both directly and indirectly through increased stress and anxiety levels (Malak et al., 2021). A study on university students revealed that it was a significant predictor of social media burnout, with social media use anxiety mediating this relationship (Liu & Ma, 2018). Higher addiction scores were linked to a much more higher likelihood of experiencing clinical depression among university students in Indonesia (Sujarwoto et al., 2021). A study in Malaysia found a significant positive relationship between social media addiction and depression among adolescents (Victor et al., 2024). The study involving university students utilized a nine-item Social Media Disorder scale to predict perceived addiction of social media usage (Allahverdi, 2021). The findings showed that about 50% of college students perceived themselves as 75%-100% addicted to social media, with 20% feeling 100% addicted. Notably, withdrawal and persistence were the most significant predictors of perceived social media addiction.

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Several studies have identified inconsistencies in how social media addiction affects different outcomes. For example, J Al-Menayes (2015) discovered that it negatively affected academic performance, as indicated by GPA. In contrast, research by Landa-Blanco et al. (2024) showed that it did not have a significant direct effect on academic engagement. Nonetheless, they found that depression symptoms and self-esteem served as mediators for indirect effects.

Studies have shown that childhood psychological maltreatment can result in social media addiction among university students, both directly and through the intermediary role of fear of missing out (FoMO) (Wei & Yu, 2024). Additionally, research using the Turkish version of the Bergen Social Media Addiction Scale found that social media addiction is a positive predictor of anxiety symptoms (Demirci, 2019). These insights point to a possible cyclical interaction between social media addiction and anxiety, where each condition may worsen the other. FoMO has been identified as having a direct positive influence on both social media engagement and addiction (Al-Busaidi et al., 2022). Subjective well-being is linked to addiction through the mediating outcomes of social comparison, especially the comparison of abilities, and FoMO (Steinberger & Kim, 2023). The prevalence of social media addiction varies across populations, with one study in Vietnam finding that FoMO and stress from neglect by online peers were significantly related with social media led addiction (Doan et al., 2022). The rising cause of loneliness is also caused by social media addiction. Both are closely intertwined, with research indicating a complex relationship between these two phenomena. Studies have shown that loneliness can be both a predictor and a consequence of social media addiction, creating a potentially vicious cycle (Baltacı, 2019). According to Rachubińska et al. (2021), there is a positive link between experiencing loneliness and being addicted to social media. The anxiety during COVID-19 is linked to psychological adjustment, with this connection being mediated by college belongingness and moderated by addiction (Arslan et al., 2021). The coronavirus and quarantine impacted heavily on psychological well-being. Numerous studies have identified correlations between social media use and addiction, and such aforesaid mental health issues (Huang et al., 2023; Keles et al., 2019; Malak et al., 2021; Satici et al., 2021; White-Gosselin & Poulin, 2024). Social media addiction directly reduces psychological flexibility, which is linked to psychological health (Güldal et al., 2022). Social media addiction significantly impacts students' stress levels, which can affect anxiety and academic performance (Malak et al., 2021). Social media addiction is also adversely associated with executive functioning, mediated by emotional disturbance and poor sleep quality (Zhang et al., 2023). Interestingly, some studies also point to potential protective factors against the negative effects of social media addiction. For example, humour coping can enhance psychological flexibility (Güldal et al., 2022), while perceived social support and psychological resilience are inversely related to addiction (Bilgin & Taş, 2018). In conclusion, the social media addiction seems to have extensive effects on various aspects of psychological well-being, ranging from individual mental health issues to interpersonal relationships and cognitive functioning. These findings highlight the need for interventions to address problematic social media use and its associated psychological consequences.

b) *Social*: The tremendous usage of social media results in an increase in screentime and high dependency on digital devices, especially smartphones. Which made the person isolated from the real world and society, to be very precise. Societal changes are rooted in the psychological factors of human beings. For example, an emotionally mature person could have more social skills. Various changes have been noted among people due to the spike in social media use and addiction born by it, such as social isolation, decline in social skills, social maturity,

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interpersonal relationships, communication, and social competence. Multiple factors are affected by addiction and the social media consumption.

Research has shown that social media addiction can profoundly affect various social aspects of an individual's life. A significant impact is observed in relationships with parents, where addiction correlates with increased conflict, reduced satisfaction, and diminished equality in interactions with both mothers and fathers (White-Gosselin & Poulin, 2024). This indicates that excessive social media use can disrupt family communication and dynamics. Apart, it is linked to symptoms of anxiety and depression, which mediate the relationship between addiction and parental interactions (White-Gosselin & Poulin, 2024). This suggests that mental health related issues and concerns arising from it can further weaken family bonds. The fear of missing out (FOMO) and stress from being overlooked by online peers are strongly associated with it (Doan et al., 2022). This highlights how social media addiction can foster a dependence on digital interactions and a fear of social exclusion. Furthermore, social media addiction is inversely related to life satisfaction (Koçak et al., 2021). This implies that heavy social media use can lead to dissatisfaction with one's social environment and life experiences. The symptoms of social media addiction, similar to those of other addictions, can result in negative consequences for users' social lives, such as poor decision-making and impulsive behaviour (Turel et al., 2018). This can make it difficult to maintain real-world relationships and social responsibilities.

A comprehensive review of 32 studies published from 2000 to 2018 explored the link between internet/social media addiction and attachment styles (D'Arienzo et al., 2019). The findings indicated a strong positive correlation between insecure attachment styles, such as anxious and avoidant, and a more intense and problematic use of the internet and social media. Notably, research into the reasons behind social media addiction among those who identify as addicts found that motivations for using social media included a lack of friends, social necessity, fear of missing out, and the integration of social media into everyday life (Aksoy, 2018).

Places with high stress and limited leisure or socialisation opportunities, such as militarised occupied areas, there is an increased vulnerability to addictive patterns of social media use (Mahamid & Berte, 2018). This suggests environmental and geopolitical factors can intensify social media addiction, potentially replacing real-world social interactions. Social media addiction is also linked to social anxiety and loneliness (Zhao et al., 2022). This indicates excessive usage of social media may hinder real-time social interactions and contribute to feelings of isolation. In conclusion, social media addiction affects various facets of social life, including family dynamics, peer relationships, overall life satisfaction, and mental-well-being. It could result to social anxiety, loneliness, and challenges in real-world social interactions, potentially fostering a reliance on virtual connections at the expense of meaningful in-person relationships.

c) *Physiological*: The physiological aspects refer to the physical and biological attributes of human beings. Several studies suggest that social media addiction adversely affects the physiological factors of individuals, particularly their health. Indeed, following the Covid-19 breakout, there has been a profound shift in human existence, marked by a growing dependence on electronic devices.

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Social media addiction has been associated with various physiological aspects. The COVID-19 outbreak and subsequent social media addiction have had significant impact on public psychological health worldwide (Arslan et al., 2021). The long-term quarantine in the pandemic leads to isolation and loneliness, People tend to lay out their time on digital-electronic devices with internet connection. The content consumption during the pandemic rose due to spending time on leisure, which results in poor physical health mental health, as well as some changes in physique. Most of the studies were conducted post-pandemic, which shows the significant adverse impact of social media addiction. The Iowa Gambling Task (IGT) demonstrated a connection between social media addiction and impaired impulse control, which was exacerbated by exposure to social media or social media-related stimuli (Reed, 2022). According to Ergün et al. (2023), addiction to social media is associated with negative mental health effects, such as depression, anxiety, and stress. Additionally, anxiety is connected to changes in the functioning of the hypothalamic-pituitary-adrenal (HPA) axis and variations in cortisol levels. The relationship between anxiety and cortisol varies across studies. Some research in children and adolescents with anxiety shows associations between anxiety and cortisol concentrations. There is a significant association between social media addiction and food addiction, mediated by psychological distress (Huang et al., 2023). This suggests that excessive social media use may impact eating behaviours and potentially lead to unhealthy food consumption patterns. Social media addiction directly decreases psychological flexibility, which is associated with overall psychological health (Güldal et al., 2022). This reduction in flexibility may impair person's ability to adapt to changing situations & cope with stress. Although not explicitly mentioned in the provided papers, social media addiction often leads to disrupted sleep patterns, which can have various physiological consequences. Social media use has significant impacts on various aspects of health, including eye health, reading habits, and brain health. Regarding eye health, prolonged screen time associated with social media use may contribute to digital eye strain and sleep disturbances.

Digital devices emit blue light, which can interfere with circadian rhythms and result in poorer sleep quality and duration (Weinstein, 2023). This disruption can have a ripple effect on overall health and cognitive performance. Interestingly, social media usage can have both beneficial and detrimental effects on reading habits and brain health. On one side, frequent use of digital technology may lead to increased symptoms of attention deficit and reduced emotional and social intelligence (Small et al., 2020). Conversely, certain online activities, like internet searches, might enhance neural activity in the brains of older adults, potentially improving cognitive functions (Small et al., 2020). In conclusion, while social media can have both positive and negative health impacts, it is essential to maintain a balance. Overuse may cause eye strain, sleep issues, and possible cognitive decline. In summary, social media addiction seems to have extensive effects on physiological aspects, mainly through its influence on mental health and related behaviors. These findings highlight the need to address social media addiction to support overall well-being and healthy functioning across various life areas.

Social Media Use in Education

Over the past ten years, social networking has emerged as a powerful communication tool, significantly influencing various sectors, including education. Incorporating social media into learning settings has brought new avenues for academic practices, bringing in the possibility of creating "learnsapes" that integrate formal and informal learning strategies (Mccarroll & Curran, 2013). Predominant trends consist of greater connectivity, immediate posting of data, and collaborative learning settings. Social media sites have become effective pedagogical

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tools in higher education, with a multitude of benefits to instruction and learning. Research has established that social media sites can increase student engagement, improve collaborative learning, and create the possibility for knowledge sharing (Hamadi et al., 2020) ; (Neier & Zayer, 2015). Social media sites have grown from being social networking sites to effective learning sites, allowing for global sharing of knowledge and digital competence. Social media in education has multiple uses, including enhanced student engagement through interactive content and discussions, facilitation of peer-to-peer posting and group work, instant access to a variety of educational materials and expert knowledge, allowing for personalized learning through content suggestions, and enabling educator professional development through online communities and webinars. Furthermore, social media as an educational/pedagogical tool also differs in different settings, with individual motivations and social networking abilities affecting knowledge sharing among students (Sivakumar et al., 2023). As the different platforms have different features for education, some of the examples of key ones include Twitter for brief information sharing and real-time discussions, LinkedIn for professional networking and career advancement, YouTube for offering an enormous library of educational videos and tutorials, and Facebook Groups for enabling community building and collaborative learning. These platforms allow for improved organizational productivity through enhanced communication and collaboration among people, enabling the sharing of knowledge, and making organizations more efficient (Kasemsap, 2014). As with its benefits, social media use in education also has some challenges, including ensuring students' privacy and data security, managing digital distraction and controlling screen time, ensuring equal access to technology and internet connectivity, authenticating online information and avoiding spreading misinformation, balancing the use of social media with traditional methods of instruction, and managing cyberbullying and online harassment in learning settings. The future of social media in education can include integration of artificial intelligence for customized learning experiences, augmented virtual and augmented reality capabilities for experiential learning, and greater emphasis on data security and protection protocols.

Strategies and Interventions for Digital Well-being

Social media addiction (SMA) has become an increasing psychological and behavioral issue, resulting in decreased productivity, diminished academic and work performance, and elevated risks of anxiety, depression, and sleep problems. The constant and obsessive use of these platforms disrupts real-world relationships and hinders cognitive control. It is crucial to promote digital well-being and encourage responsible online behavior. Strategies to address this include adopting time management practices, improving digital literacy, encouraging offline social activities, and using cognitive-behavioral techniques to reestablish healthy usage habits.

The necessity to address social media addiction is apparent in wide areas, like mental health, academic success, & interpersonal relationships. Strategies to mitigate this issue may involve limiting social media use, fostering family connections and religious involvement (Sujarwoto et al., 2021), improving the of fundamental psychological needs (Kurker & Surucu, 2024), and creating interventions aimed at enhancing self-regulation and minimizing stigma related to weight (Huang et al., 2023). Additionally, the ethical concerns surrounding social media companies creating addictive platforms underscore the need to tackle this problem on both personal and societal fronts (Bhargava & Velasquez, 2020).

The creation of a mathematical model to understand the transmission dynamics of social media addiction (Shutaywi et al., 2023) underscores the importance of a thorough approach

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to comprehending and tackling this issue. With the continuous rise in social media usage, it is essential to devise effective strategies and policies that can reduce the adverse effects of addiction while maintaining the advantages these platforms offer.

Counseling interventions focused on hypnosis, such as straight suggestion, parts therapy, the circle of excellence technique, & anchoring, were employed to alleviate symptoms of social media addiction in teenagers successfully. These methods boosted their motivation, facilitated emotional release, aided in resolving conflicts, and empowered them. There was a notable decrease in social media addiction symptoms both during and following the intervention. This approach led to a significant reduction in symptoms associated with social media addiction (Sugara & Fadhilah, 2024). The study introduces a design intervention that prompts users with "Why are you here?" to activate deliberate decision-making processes. This approach reduced social media engagement time and distractedness among high school students over ten days. The research investigates an intervention for problematic social media engagement among students, employing motivation-driven design to mitigate addiction. The findings show reductions in social media engagement time and decreased distractedness among participants (Wang & Shih, 2023).

Hence, Social media addiction has emerged as pivotal psychological issue with broad impacts on productivity, mental health, and social relationships. Addressing this requires a multifaceted approach, including time management strategies, digital literacy education, and cognitive-behavioral techniques. Research highlights the importance of fostering offline connections, improving self-regulation, and addressing underlying psychological needs. Innovative interventions, such as counseling and design-based prompts, show promise in reducing addiction symptoms and engagement time. As social media usage grows, developing effective interventions and policies is crucial to mitigate addiction's negative effects while preserving platform benefits.

Limitations

This research utilizes a narrative review approach to gather insights and understanding relevant to the specified goals. These goals are centred on social media addiction and its effects on various dimensions, including psychological, sociological, and physiological aspects. Additionally, the study investigates the role of social media in education and considers strategies to reduce addiction. Future research may establish further objectives. The study selected research articles that focus on social media addiction and its impact on areas such as psychological, sociological, and physiological fields. To achieve a more comprehensive understanding of social media addiction and its relationship with other factors, a thorough systematic review and meta-analysis could be conducted.

DISCUSSION AND CONCLUSION

Social media addiction constitutes a complex issue with significant implications for mental, social, and physical health. Psychologically, it is linked to increased stress, anxiety, depression, feelings of loneliness, and reduced attention span. These issues are interrelated, as social media usage exacerbates psychological distress and adversely impacts academic performance. Socially, excessive use results in isolation, weakens face-to-face social skills, and strains personal relationships, particularly within families, while fostering a dependency on digital communication. Physically, this addiction disrupts sleep patterns, causes eye strain, and impairs cognitive function. It also affects hormone levels and eating habits, contributing to broader health concerns. In the educational context, although social media can facilitate

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learning and collaboration, it also heightens distractions and reduces concentration. Addressing these challenges requires comprehensive intervention strategies, such as time management training, cognitive-behavioral therapies, and digital literacy programs. Promoting offline activities and addressing psychological needs are essential for recovery. Future research should focus on developing holistic intervention programs that integrate psychological, social, and physiological dimensions. Longitudinal studies are crucial to understanding long-term effects, while researchers should evaluate intervention strategies across different demographics and explore AI-driven solutions for scalable support. Digital literacy & Digital resilience curricula in educational settings need enhancement. Social media platforms should incorporate design features that promote digital well-being and discourage addictive behaviors. Public policy should establish usage standards in educational and workplace environments. Cultural factors influencing social media addiction should be examined to develop appropriate interventions. The integration of mindfulness therapies and the study of comorbid conditions can inform comprehensive treatment approaches.

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