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### **Cause and effect of media addiction.**

Social media has become more prominent part of our social life in these last two decades. The birth of Facebook connected millions of people, and Google gave information readily available for its consumers to use. It will not be an understatement to state that the birth of social media has ushered humanity into a new era of connectivity and swift communication.

But as with all inventions there are some good qualities and then there are some bad ones. I will divide the argument into two parts: The cause and the effects of social media addiction.

**Cause:** Now social media is a platform for people to share their pictures, videos and sometimes personal events of their lives. There have even been cases of people streaming their day to day life 24/7. This need to always tweet, comment, or like something online of many social media platforms can turn into an obsession. People that have deeply rooted insecurities or fears of appearance need this constant barrages of complements and authentications by online strangers. These strangers follow, and like these photos or videos uploaded by people from across the world.

This need to be authenticated by random strangers, and the obsession with constantly being online can create the perfect mentality for an addiction of social media to take root. An addictive behavior is the act of repeating an action that creates a rewarding stimuli that induces a state of fake happiness. The adoration from random people, and the need to know all that is on social media creates these fake stimuli in the person. As the person keeps on getting these rewarding stimulus the need for their insecurities to be authenticated grows with it. Thus inevitably causing the person to become addicted to social media.

**Effect:** Addiction to social media can have a number of repercussions. Some of them can harm in individual on a personal level, while it can also damage the societal image of a person. Some of these are as follow:

- People sharing their personal information online can lead to identity theft, or even targeted kidnapping.
- Any information which is leaked or posted online is there to stay and becomes almost impossible to remove.

- Social media creates the perfect platform to create illegal methods to create a fake fan base to feed one's own ego.

**Conclusion:** These are just some of the ramifications of getting addicted to social media. But in my own opinion the most dangerous consequence of social media addiction is the withdrawal from reality. It has been observed that people tend to create a fake persona on the online platform. This persona is what attracts people and join his/her community of fan base, so to gain more and more followers these people act out on their fake persona even in their daily lives. This causes them to become distant not only from their own family members but also their own friends and partners.

In this day and age it is impossible to deny the massive influence of social media on our daily lives. But we must take care of our own mental health and physical health as well.