

Social Media Addiction



DR DARIA KUSS

CZECH GOVERNMENT COUNCIL FOR DRUG POLICY

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NOTTINGHAM
TRENT UNIVERSITY

Content

- ▶ Of communities and networks
- ▶ Social media stats
- ▶ Ten lessons learned



APR
2019

DIGITAL AROUND THE WORLD IN APRIL 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE



CHANGES IN DATA PROVIDER METHODOLOGIES MEAN THAT DATA ON THIS SLIDE IS NOT DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS

TOTAL
POPULATION



7.697

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.110

BILLION

PENETRATION:

66%

INTERNET
USERS



4.437

BILLION

PENETRATION:

58%

ACTIVE SOCIAL
MEDIA USERS



3.499

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.429

BILLION

PENETRATION:

45%



we
are
social



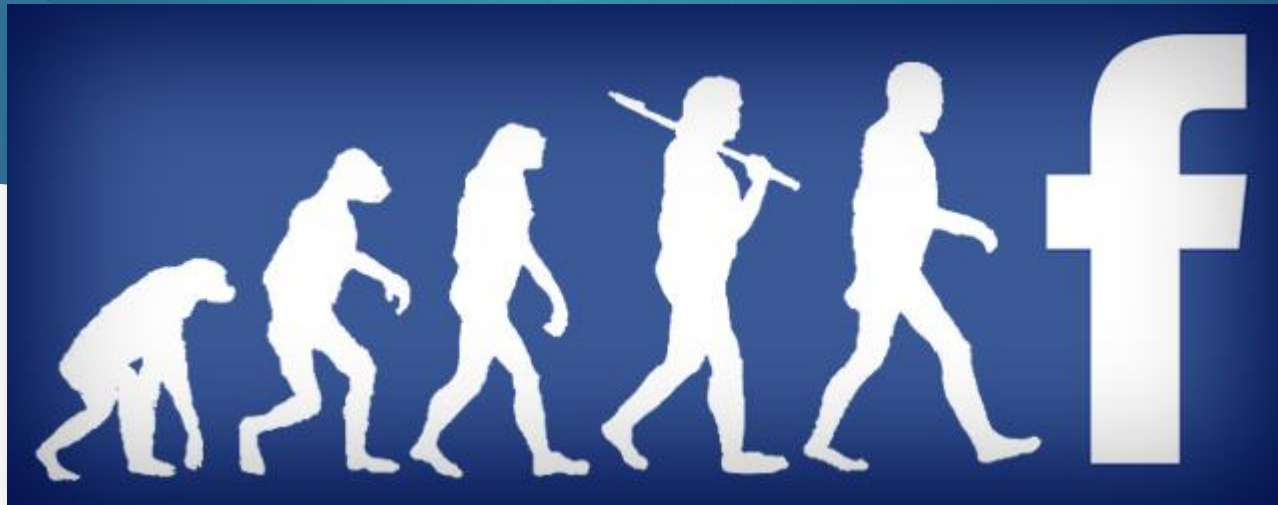
we
are
social



Hootsuite™

we
are
social

Lessons learned



(1) Social networking is a way of being

- ▶ *"It is basically like a man-made extra sense for you. You can, you know, [know] what is going on. You can be completely connected in the same way you can kind of [use your senses], you have hearing, sight, taste, smell, touch. You have your phone. It is really, it is like an extra sense. It might sound absurd, but it really is." P5FG2*
- ▶ *"I will admit I am probably one of those people ... I am constantly [on it]. If I am just at home I will have it in my hand ...I don't know why but, I just do. It is weird, like it has become part of you almost... it really is like an extended part of you. But just in a device form I guess." P4FG2*

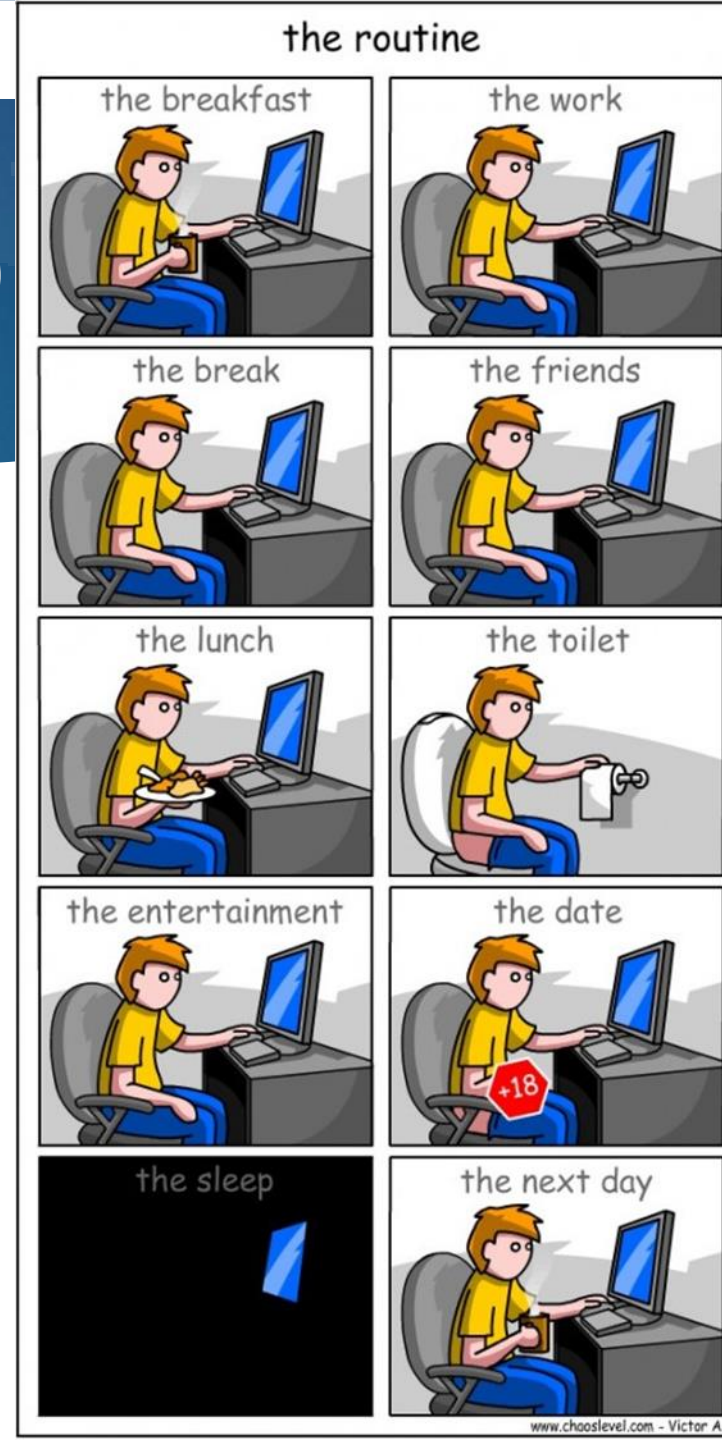


(1) Social networking is a way of being (3)

‘Always on’ lifestyle:

“It’s no longer about on or off really. It’s about living in a world where being networked to people and information wherever and whenever you need it is just assumed”

(Boyd, 2012; Kuss & Griffiths, 2017)



(2) Individuals can become addicted to social media

- ▶ Biopsychosocial perspective (Griffiths, 2005)
- ▶ → “Traditional” addiction symptoms:
 - ▶ Mood modification
 - ▶ Salience
 - ▶ Tolerance
 - ▶ Withdrawal symptoms
 - ▶ Conflict
 - ▶ Relapse



(3) Fear of missing out (FOMO) is part of social media addiction

“they fear the sort of relentlessness of on-going messaging (. . .). But concurrently with that is an absolute terror of exclusion”



(Kuss & Griffiths, 2017; 2015)

(4) Smartphone addiction is part of social media addiction (2)

"I'm a compulsive checker because I check the whole time. So I'm using it a lot, so I'm a prime example of constant checking... I'm, I'm really trying to, to control it in a way ... It can be very liberating as well not to be [connected], not to have it, but if I don't have it I feel naked." P6FG3

"... I'll admit I've never ever gone, definitely not a month without social media since I was like 11, 12, something like [that], that's bad, but, like, I've never done it and that's 8 years of just constant social media all day every day checking your phone..." P4FG2

(Harkin & Kuss, 2019; Kuss & Griffiths, 2017)

(5) There are sociodemographic differences in social media addiction



- ▶ “(. . .) girls don't play role-playing games primarily, but use social forums excessively, in order to experience social interaction with other girls and above all to feel understood in their very individual problem constellations, very different from boys, who want to experience narcissistic gratification via games. This means the girls want direct interaction. They want to feel understood. They want to be able to express themselves. (. . .) we're getting girls with clinical pictures that are so pronounced that we have to admit them into inpatient treatment. (. . .) we have to develop strategies to specifically target girls much better because there appears a huge gap. Epidemiologically, they are a very important group, but we're not getting them into consultation and treatment.”

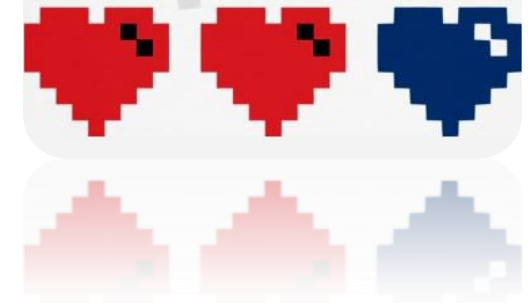
(Kuss & Griffiths, 2017; 2015)

Recommendations

► Research needs:

- The nation-wide **prevalence** of social media and gaming addiction across the UK.
- The **underlying psychological mechanisms** leading to the development and maintenance of social media and gaming addiction.
- The negative psychosocial and physiological **health impacts** of social media and gaming addiction in at risk populations (i.e., children, adolescents, and young adults), and the relative contribution of social media use and gaming within overall screen time engagement and 'digital diet'
- The existence, efficacy and efficiency of current UK **treatment** provision.
- The development and feasibility of implementing **policies** aimed at curbing social media and gaming addiction risk among the population in coordination with behavioural data and research facilitated by the social media and gaming industry.

Video games
ruined my life.
Good thing I have
two extra lives.



Recommendations



- ▶ Use of **big data** from social media and gaming industry for **independent third party analysis**
- ▶ **Evidence-based awareness campaign** to the public and schools to:
 - ▶ help identify early signs of the disorder
 - ▶ help demarcate these from healthy and non-problematic use
 - ▶ encourage family members to motivate affected individuals to seek treatment
- ▶ **Scientific working group** should be set up under the Department of Health to collate the latest evidence relating to the psychosocial and physical effects of social media use and gaming in adolescence and young adulthood
- ▶ **Educational materials and guidelines** should be developed for schools and colleges regarding social media use and gaming and these should be integrated within the National Curriculum as core subject of Personal and Social Health Education classes
- ▶ Prevention initiatives will benefit from the **collaboration of multiple stakeholders**, including children, adolescents, young adults, parents, and teachers, informed by the collaborative work of researchers, clinicians, and the social media and gaming industry.

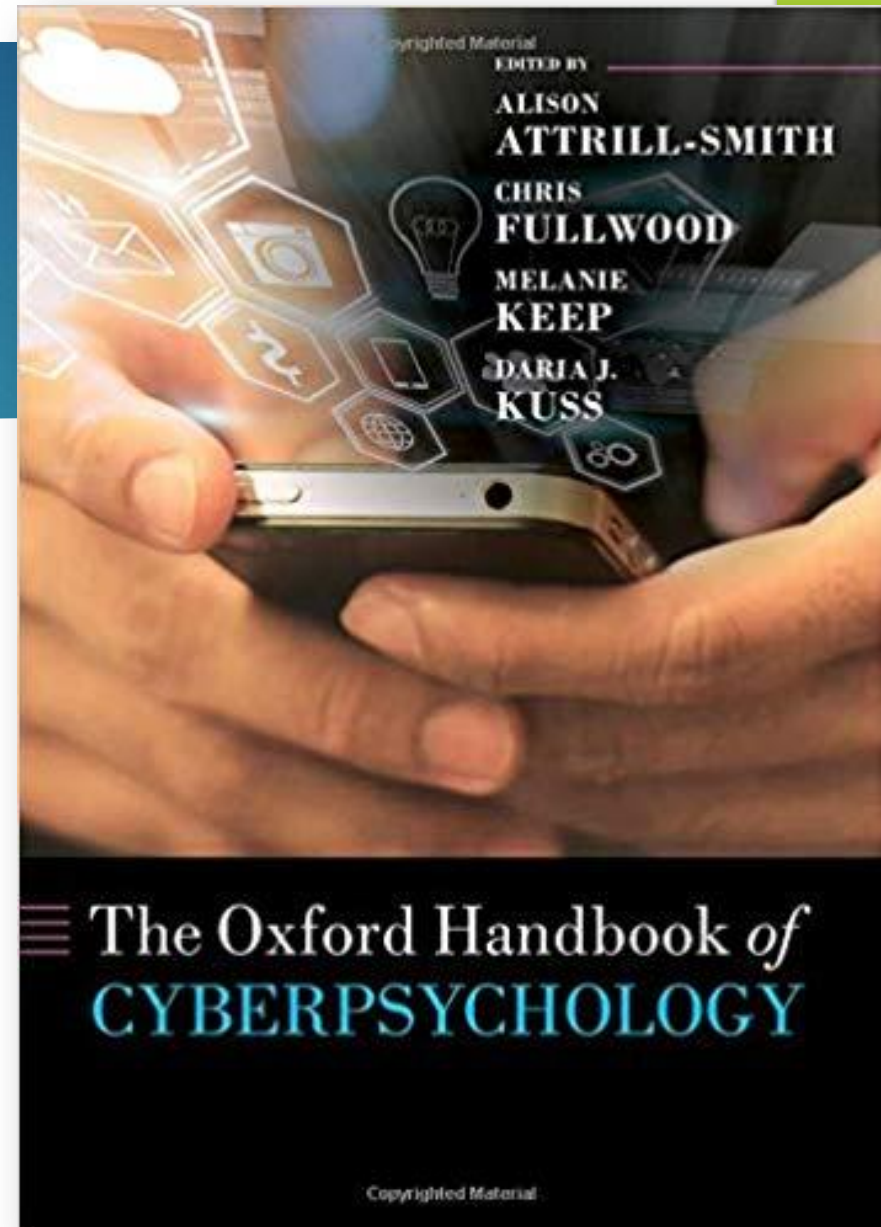
Daria J. Kuss
Halley M. Pontes

Advances in Psychotherapy –
Evidence-Based Practice

Internet Addiction



 hogrefe



@Dr_Kuss | daria.kuss@ntu.ac.uk



esc

daria.kuss@ntu.ac.uk



@Dr_Kuss

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