The impact of Internet Addiction on Young Generation

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Abstract:
In today's technological world. the media is used by individuals to connect with their near and dear ones. Social media encompasses social networking to strengthen the connection among social groups. Social networking has become one of the most important communication tools around the globe nowadays. Online social networking is a type of virtual communication that allows the people to connect with each other. Through social networking, people all around the world share their interests on certain discipline, pictures, videos, like, dislike and a number of other things. Social networking sites have both positive and negative aspects. The social networking site and social media has revolutionized the world, bringing us closer than ever before. making life easier than it ever was . We can exploit this or use it for a better tomorrow.

Keywords: *impact, internet, addiction, young generation*

1. Introduction

Problematic computer use is a growing social issue which is learning debated worldwide. Internet Addiction Discords S(IAD) ruins levis by causing neurological replication, psychological disturbances and social problems. seaways is the united stales, Europe and India have indicated alarming prevalence rate 1.5 and 8.2%

A Social Network is defined as a chain of individuals and their personal connections. Getting starting with social network is much the same as starting a new school. At first, you don't have any friends, but as you join groups and begin meeting new people, you build a friend list of those with similar interests.

Social networking is a nice form of entertainment, is great for meeting people with similar interests, and is definitely useful for staying in touch with old friends/acquaintances. It can also be a very effective promotional tool for businesses, entrepreneurs, writers, actors, musicians, or artists. Most of us have hobbies or things that we are keenly interested in. like books, television, video games, or movies. Social networks allow us to reach out to others that have the same interests.

Social Networking Sites (SNS) have become the part and parcel of our daily life. Social Networking Sites have changed the way people communicate, share information with each other, it has made communication much faster and more interactive yet affordable. SNS is the most recent form of media having many features and characteristics. Social networking sites has turned the entire world into a "**Global Village**"

Young people are particularly quick to learn and adopt these emerging trends in communication technologies. The attraction of SNS seems to lie in the way they allow people to stay in contact with a large network of friends and acquaintances. both by directly exchanging messages and by passively

browsing for social information. Alternatively referred to as a virtual community or profile site, a social network is a website that brings people together to talk, share ideas and interests, or make new friends. This type of collaboration and sharing is known as social media. Unlike traditional media that is typically created by no more than ten people, social media sites contain content created by hundreds or even millions of different people.

It's a platform to build social networks or social relations among people who share similar personal and career interests. activities. backgrounds, or real-life connections. Our web is flooded with numerous such sites, such as Facebook, Whatsapp, Twitter, Google, Youtube, LinkedIn, Academia.edu, Buzznet, Flicker, Skype, Google+, Instagram, Myspace, Imo, Tumbler etc. which are not only novel but normative and helps to connect us with people around the globe at any given moment Today, teenagers spent a lot of their precious time on Social networking sites, which do not yield any productive results, rather, many meritorious students decline in studies just because of social networking sites, and also showing severe of social skill because they are more comfortable with technology than they are with talking to people. Social Networking Site as "A website that provides a virtual community for people interested in a particular subject or just to hang out together" While this is an accurate description, a more detailed definition of online social networking

Would also encompass all of the ways people can connect

2. Definitions
SOCIAL NETWORKING SITES (SNS):- are web-based services that allow individuals Social networking site is a phenomena that connects millions of people together to interact

with each other, share information about themselves, their personal ideas, thoughts, to

accumulate new friends and establish contacts with the old ones etc. (to (1) construct a public or semi-public profile within a bounded system, (2) articulate a other users with whom they share a connection, and (3) view and traverse their connections and those made by others within the system. The nature and nomenclature these connections may vary from site to site. (Boyd & Ellison. 2008) Social networking site is a phenomena that connects millions of people together to interact with each other, share information about themselves, their personal ideas, thoughts, toaccumulate new friends and establish contacts with the old ones etc. (Cox.2011).

3. Addiction
Internet Addiction: Internet addiction is defined as any online related compulsive behavior which interferes with normal living and causes severe stress on family, friends, loved ones, and one's work environment.

Addictive Behaviour: as any behaviour features six core components of addiction (i.e. salience, mood modifications, tolerance, withdraw! symptoms, conflicts and relapses) (Griffiths).

Adolescents: the period between puberty and the completion of physical growth, roughly from 13-18 years of age

Virtual Freedom: The ability to behave or express oneself within a set of socially or politically set parameters while simultaneously perceiving oneself to be free of any such parameters. (Tim Francis, 2007).

Impulsiveness: (of people their behaviour) acting suddenly without thinking carefully about what might happen because of what you are doing.

History of Internet

Videsh Sanchar Nigam Limited (VSNL) formally launched the internet for the Indian public on August 15, 1995 in Mumbai, Delhi, Kolkata and Chennai. Bringing the technology to India wasn't exactly a smooth process; rather marred by negative criticism and publicity when it was first launched as Videsh Sanchar Nigam Limited (VSNL) Gateway Internet Access Service (GIAS)...

4. The First Social Networking Site

In 1994, the first social networking site was created, **Geocities**. Geocities allowed the users to create and customize their own web sites, grouping them into different cities" based on the site's content. The following year. The Globe.com launched to public. giving users the ability to interact with people who have the same hobbies and internet and to publish their own content.

4.1 Types of SNS

- Here's list of 10 types of social media and what they're used for
- Social networks-Connect with people (Facebook, Twitter, Google+, MySpace)
- Media sharing networks-Share photos, videos, and other media (YouTube, Flicker)
- Discussion forums--Share news and ideas
- Blogging and publishing networks--Publish content online (Word Press, Blogger, Tumbler)
- Interest-based networks-Share interests and hobbies (Oh My Bloom, My Place)
- Social shopping networks-Shop online (Amazon, Flipkart. EBay. Snap Deal)
- Anonymous social networks Communicate anonymously (Yik-Yak, Tinder)
- Sharing economy networks-Trade goods and services (EBay, Uber, Ola)

Earlier people supposed in keeping their data private but now they like going public & viewing wall posts, status updates tweets & in fact every excitement of their lives. In this way, we are ourselves violating our privacy & liberty at the negotiation of publicizing intimate details so as to attract hundreds of online readers and even strangers. Now there is a sort of competition among the youths to pose themselves as most favourite and famous person on internet.

Social Networking Addiction is a phrase sometimes used to refer to someone spending too much time and other forms of social media- so much so that it interferes with other aspects of daily life.

"Being overly concerned about Social Networking Sites, to be driven by a strong motivation to log on to or use SNSs, and to devote so much time and effort to SNSs that it impairs other social activities, studies/job, interpersonal relationships and/or psychological health and well being."

SNS addiction encompass- being overly concerned with SNS; being driven by a strong motivation to log on to or use SNSs; devoting so much time and efforts to SNSs that it causes negative social and health consequences**:**

In that context**, a Social Networking Addict** could be considered someone with a compulsion to use social media to excess constantly checking Facebook Status updates, or Stalking people's profiles on facebook, eg. for hours on end. But it's hard to tell when fondness for an activity becomes a dependency & crosses the line into a damaging habit or addiction. Does spending 3 hours a day on Twitter reading random tweets from strangers mean you're addicted to twitter? How about 5 hrs? You could argue you were just reading headline news or needed to stay current in your field for?

Internet Addiction is defined by a range of behavioural patterns and when Internet Addiction takes control life becomes unmanageable as the internet user and addict is compelled to use the internet and has a preoccupation of being online, even without any specific reason or activity they may lie or hide on the nature of internet addiction and their online behaviour and this is primarialy because they are

unable to control their behaviour. It adversely affects individuals and could impact their work and family life. their relationships and school performance. Internet could be mood enhancing for some and it acts like a drug and internet depencdency becomes a sort of drug dependency (Cash, et al 2012)

Internet Addiction Disorder (IAD). more commonly called Problematic Internet Use (PIU), refers to excessive internet use that interferes with daily life**. In the most recent version of the DSM-5, Internet Gaming Disorder is the latest term to describe this problem**. Internet Addiction Disorder (AD) ruins lives by causing neurological complications, psychological disturbances, and social problems.

Internet Addiction Disorder (IAD) is often divided into subtypes by activity, such as online gaming: online social networking: blogging; email; excessive. overwhelming, or inappropriate internet pornography use: or internet shopping. **Addiction of social networking sites is an international issue on the rise.** As people feel compelled to maintain their online social networks in a way that may. in some circumstances, lead to using SNS excessively. Excessive internet use is emerging as one of the more negative aspects of young people's online activities. **Internet addiction has been defined as the use of the internet to escape from negative feelings, continued use of internet, thinking about the internet constantly and the experience of any other conflicts or self-conflicts due to internet use.**

Summer holidays are traditionally a time when you expect children to be outdoors playing with their friends. But the lure of technology has made it harder to get young people to switch off. Acc. to an article by The National Centre of Addiction and Substance Abuse (CASA) at Columbia University, on a typical day, 70% of teens, ageing 12-17 and 17 million teenagers spend from a minute to hours on facebook, Instagram.

Individuals are spending too much time on the social networking sites that it interferes with their normal, daily lives. Increasingly, people are turning to such websites to interact with other people, play games and receive their news or simply kill time. Throughout the day, people feel the need to post something and to see what others have posted. Though people use such sites for varied reasons, however, at the basis it serves two basic purposes- distraction and boredom relief. Features such as "Like" and flattering comments serve as a positive reinforcement for making more posts and thus make it difficult to people to stop posting, leading to addictive tendencies.

5. Selfie addiction
The American Psychiatric Association actually confirmed that taking selfies is a mental disorder, going as far as to term the condition "selfies". The APA has defines it as, "the obsessive compulsive desire to take photos of one's self and post them on social media as a way to make up for the lack of self-esteem and to fill a gap in intimacy", and has categorized it into three levels borderline (less than 3 and not posting), acute (4-5 and posting at least 3), and chronic (taking all the time and posting more than 6) in a day Back in September 2015, reports stated that selfies now **cause more deaths worldwide than shark attacks.** As people become more and more daring in their attempt to snap the perfect self-portrait to share online, there are more stories of those picture-takers getting seriously injured or killed. Zachary Crockett over at **Priceonomics** recently sifted through all the news stories from around the world and broke down the facts and figures into a series of charts that offers a clearer picture of where and how selfie fatalities occur. After searching through 3 years of news stories, he found that 49 people have died from selfies since 2014, that 75% of the victims are male, and that the average age is just 21 years o s old.

6. The Digital Age of Addiction Falls into Following Types
  • **Information overload**; we much online surfing leads to decreased productivity work and fewer interactions with family members, i.e. web surfing addiction. computer gaming addiction

- **Net compulsions**; excessive time spent in online activities such as gaming shopping, trading of stocks, gambling and even auctions often lead to overspending of time and money and problems at work and interpersonal relationships, ie, online shopping addiction, online gaming addiction.
- **Cybersex addiction**; too much surfing of porn sites often affects real-life relationships, ie, online pornography and online sex addiction.
- **Cyber-relationship addiction;** excessive use of SNS to create relationships rather than spending time with family or friends may destroy real-life relationships. Social media addiction actually weakens human ties, i.e. online dating sites.

Most of the major social network companies as well as social content creators, are working very hard every day to make their networks so addictive that you can't resist them. **The addiction aspect of social network is associated with FOMO- Fear Of Missing Out; "i**s a pervasive apprehension that others might be having rewarding experiences from which one is absent." Higher levels of FOMO have been associated with greater engagement with facebook, and lower general mood, lower well being, and lower life satisfaction, mixed feelings when using social media, as well as inappropriate and dangerous SNS use.

Nomophobia (No Mobile phone Phobia) related to both FOMO and mobile phone addiction is constructed of Nomophobia i.e. "the fear of being without one's mobile phone." It is inherently related to a fear of not being able to engage in social connections, and a preference for online social interactions (motivator) and has been linked to problematic internet usage and negative consequences of technology. In many areas of behavioural addiction, there has been debate about whether some excessive behaviour should be considered as genuine addictions and the same debate holds for addiction to social media:

7. Formation of SNS Addcition
Cognitive-Behaviour Model- emphasises that "abnormal" social networking arises from maladaptive cognitions and is amplified by various environmental factors, and eventually leads to compulsive and/or addictive social networking

- **Social Skill Model**- emphasises that "abnormal" social networking arises because people lack self-presentational skills and prefer virtual communication than to face to face interactions, and it eventually leads to compulsive and/or addictive use of social networking.
- **Socio Cognitive Model**- emphasises that "abnormal" social networking arises due to the expectations of positive outcomes combined with internet self-efficacy and deficient internet self-regulation eventually leads to compulsive and/or addictive use of social networks.

Based on the above three models of addiction Xu and Tan suggested that transition frem normal to problematic social networking use occurs when social networking is viewed by the individual as an important mechanism to relieve stress, loneliness, or depression. Social media provides people continuous rewards (e.g. solf-efficacy and satisfaction) and they end up engaging more and more eventually leading to many problems (e.g. ignoring real life relationships, work/education, mental and physical health).

The resulting problems then exacerbate individual's undesired moods, which ultimately leads such individual to engage in the social networking even more as a way of relieving dysphoric mood states. Consequently, the dependency on social networking increases when users repeat this cyclical pattern of relieving undesirable moods with social media use.

Just like substance-related addictions, it would appear that in some individuals, SNS addiction incorporates the experience of the "classic" addiction symptoms, namely. **mood modifications** (engagement in SNS leads to favourable change in emotional state**). salience** (behavioural, cognitive

and emotional preoccupation with the SNS usage**), tolerance** (ever increasing use of SNS over time), **withdrawal symptoms** (experiencing unpleasant physical and emotional symptoms when SNS use is restricted or stopped**). conflict** (interpersonal and intrapsychic problems emue because of SNS usage), and **relapse** (addicts quickly revert back to their excessive SNS usage after an abstinence period).

8. Neuroscience

Thomas Edison famously said. "I find out what the world needs. Then I go ahead and try to invent." In the Internet Age, more and more companies live by this mantra "create an obsession, and then exploit it." Gaming companies talk openly about creating a "compulsion loop," which works roughly as follows: the player plays the game: the player achieves the goal: the player is awarded new content, which causes the player to want to continue playing with the new content and re-enter the loop.

The **"Reward Network"** is possibly the most important neurological reason for compulsive use of the online social networking among adolescents and teens. Teens have exaggerated activity in the nucleus accumbens area of the brain, which is associated with reward. Social networking provides the teens with a constant supply of rewards in terms of peer recognition and approval, as can be seen from the triggering of the reward network, which serves as a powerful attraction to social networking Dr. Mohammed Hussain Habil, director of university Malaya Centre of Addictive Sciences, defines it as "a brain disorder as a result of neuro-chemical dysfunction where normal behaviour becomes abnormal." The teens were so obsessed with virtual activities that they were willing to forego their meals. sleep. responsibilities, and leisure activities. The fact was these children were addicted to the Internet (Renganayar, 2010) Ace to a study in 2012 posted on the National Institute of Health website. "Internet Addiction Disorder (IAD) ruins lives by causing neurologicalcomplications, psychological disturbances, and social problems." Studies shows Internet addiction frequently coexists with anxiety, depression, or an addiction to other things like alcohol or drugs.

Neuroscientists now believe that the compulsion to continually check email, stock prices and sporting scores on Smart phones is driven in some cases by dopamine releases that occur in anticipation of receiving good news. Indeed, we have grown so addicted to our smartphones that we now experience **"phantom smartphone buzzing,"** which tricks our mind into thinking that our phone is vibrating when it isn't.

Acc. to Sean Luo, studies have shown that "3.7-13% of US and 10% of South Korean internet users express some symptoms of inappropriate internet use. He estimates that at least 1% of internet users worldwide need treatment.

Dopamine has been traditionally considered as the "pleasure chemical" of the brain, it is now understood to be a chemical that creates "want." It is stimulated by the unpredictability, by small bits of information and reward cues, all of which are characterises of social media use. The release of dopamine during the online social networking makes it much harder for people to resist the activity.

The online social networking engagement causes a release of oxytocin, the "cuddle chemical" of the brain. It has been shown that oxytocin levels can rise as much as 13%, a spike equivalent to the spike people get when they are getting married to their love.

For adolescents and teenagers, the overuse of social media can be dangerous, as their brain is a work-in-progress and neuroscientists have found that the prefrontal cortex, the area of decision making and social interactions is still growing durin adolescence could hardwire the cells and connections that are associated with creativity. Passive social networking could result in loss of creativity.

These days there are no physical barriers between people and the obsession in question. Smartphones and portable electronic devices travel with us in our pockets. When compulsive behaviour undermines our ability to function normally. it enters the realm of obsessive-compulsive disorder. By some estimates around some 12% of Internet users have become so obsessed with the internet that its use is undermining their social relationships, their family life and marriage, and their effectiveness at work. As the performance of internet-connected device improves. and as companies learn how to use neuroscience to make virtual environments more appealing, that number will undoubtedly increase. Acc. to a paper published in the Journal of Cognitive Neuroscience, shows that when the human brain is not actively engaged in something, it tends to start focusing on the other people to "see the world through a social lens"- a process called **Mentalizing**

Self-Referencing; thinking about oneself is important for self-appraisals and social competitiveness. The fact that social networking triggers this survival instinct could trigger its compulsive use.

The mobile phone has been defined as "the most radioactive domestic appliance ever invented" (2001), Mobile phone is not only used as a communication device for business and social purposes, but also as a symbol of status, security and identity. However, more communication does not necessarily leads to better communication. Mobile phones seem to fragment and isolate the self Mobile phones can lead to blunting the development of certain social competencies. This is because the constant availability of external communication partners (as a source of opinion & advice) as mobile phones enable people to retain primary social relationships over distance. (Geser 2003).

The use of mobile phones among the Indians has inevitably impacted their social & self-perceptions and redefining their priorities. In the wake of globalization there has been a re-emergence of the process of exploring the diverse facets of self in relation to a rapidly changing society. In just six months. RIL chief said that Indians have shown adoption of digitization faster than anywhere else in the world.

9. Warning signs of social networking addiction

- **Emotional Symptoms**, irritation, feeling of guilt, anxiety, depression. dishonesty, unable to keep the schedules, no sense of time. isolation, defensiveness, feelings of unworthiness, avoiding work, anger management issues, euphoric feelings when in front of computer, negative impact on self-xesteem, impaired life-satisfaction, psychosomatic symptoms. lack of concentration, speech problems, suicidal ideation, anaroxia or binging, sleep disturbances, lonliness: unworthyness, self esteem issues, attention seeking behaviour, deficit of span of attention.
- **Physical Symptoms**, bad posture. headaches, weight issues, sleep disturbances, blurred or strained vision, spinal problems, reduced physical strength, malnutrition, retarded physical development due to the physical inactivity, restlessness, self-harm, fatigue, irritability, headaches, blood pressure problems, suppression of immune system, eye sight deterioration, thumb cramps. digestive problems, obesity.
- **Others;** unfinished tasks, forgetting responsibilities, bankruptey, unnecessary shopping, online gaming, online gambling, loss in academics/work, marital problems, interfamilial conflicts, loosing interest in the daily activities, withdrawals from activities with the family and friends, selfie addiction, harassing, time wasting, stalking, peer pressure, bullying, drugs, risky behaviour, slang use in face-to-face conversation.

There is enough evidence that Internet addiction has led to negative effects on children especially in areas like academics, family relations, physical health. mental health and finance.

9. Positive Side of SNSS
- Ability to connect with people all over the world.

- Easy and instant communication.
- Real time news and information delivery.
- Great oppourtunities for business owners/ professional network
- General fun and entertainment.
- Keeping in touch with family and friends.
- Staying informed about the world.
- Building new relationships and reconnecting to the lost
- Finding common grounds in an open society.
- Invaluable promotional tool
- Helps to catch and convict criminals.
- Effective recruitment tool.
- Giving new ideas and prospectus for business.
- Helping the students in learning new courses at their own pace and flexibility
- World class education by online courses.

10. Potential Dangers

"Social media today is not just about keeping in touch with friends and acquaintances, it is also about venting out anger and frustration, loneliness and yearning."

The Blue Whale challenge - a suicide game where the player is given various tasks by an admistrator over a 50-day period, ranging from isolation to self-harm and ultimately suicide is not really new. Believed to have originated in Russia, the game has allegedly claimed over 100 lives. The game was a devastating one... once you enter it, you would not be able to come out." It is a Virtual DEATH Trap. **Bullying:** "the intentional use of harmful words to put another person down."

Cyberbullying: Cyberbullying is the use of cell phones, instant messaging, e-mail, chat rooms or social networking sites such as Facebook and Twitter to harass, threaten or intimidate someone.

11. Identity theft
According to the Huffington Post, Bulgarian IT consultant Bogomil Shopov claimed in a recent blog to have purchased personal information on more than 1 million Facebook users, for the shockingly low price of USD$5.00. The data reportedly included users' full names, email addresses, and links to their Facebook pages. The following information could be used to steal the users' identities: Full names including middle name, date of birth, hometown. relationship status, residential information, other hobbies and interest.

11.1 Suicide
India has one of the words highest suicide rates for youth aged 15 to 29, according to a 2012 Lancet report, which illustrated the need for urgent interventions for this demographic. Population social rate is increasing day by day every

11.2 Stalking
The potential ability for stalking users on social networking sites has been noted and shared Popular social networking sites make it easy to build a web of friends and acquaintances and share with them your photos, whereabous contact information, and interests without ever getting the chance to actually meet them. With the amount of information that users posi about themselves online, it is easy for users to become a victim of stalking without even being aware of the risk. 63% of Facebook profiles are visible to the public. meaning if you Google someone's name and you add "Facebook" in the search bar you pretty much will see most of the person profile. A study of Facebook profiles from students at Carnegie Mellon University revealed that about 800 profiles included current resident and at least two classes being studied, theoretically allowing viewers to know the precise location of individuals at specific times.

11.3 Sexual predators

Due to the high content of personal information placed on social networking sites, as well as the ability to hide behind a pseudo-identity, such sites have become increasingly popular for sexual predators [online]. Further, lack of age verification mechanisms is a cause of concern in these social networking platforms. However, it was also suggested that the majority of these simply transferred to using the services provided by Facebook. While the numbers may remain small. it has been noted that the number of sexual predators caught using social networking sites has been increasing, and has now reached an almost weekly basis.

11.4 Unintentional fame

Unintentional fame can harm a person's character, reputation, relationships, chance of employment, and privacy- ultimately infringing upon a person's right to the purest of happiness.

11.5 Online victimization

Social networks are designed for individuals to socially interact with other people over the Internet. However, some individuals engaged in undesirable online social behaviors creating negative impacts on other people's online experiences. It has created a wide range of online interpersonal victimization. Some studies have shown that social network victimization appears largely in adolescent and teens, and the type of victimization includes sexual advances and harassment. Recent research has reported approximately 9% of online victimization involves social network activities. It has been noted that many of these victims are girls who have sexually appealed over these social network sites. Research concludes that many of social network victimizations are associated with user behaviors and interaction with one another. Negative social behaviors such as aggressive attitudes and discussing sexual related topics motivate the offenders to achieve their goals. All in all. positive online social behaviors are promoted to help reduce and avoid online victimization.

12. Other Alarming Issues of SNSS
- Increasing cybercrimes.
- Social peer pressure.
- Privacy issues.
- Online interaction substitution for offline interaction.
- Distraction and procrastination.
- Secondary life-style habits and sleep disruptions.
- Perceptual false and unreliable information.
- Causing major relationship problems.
- The addiction is real.

The rapid viral growth suggests that SNSS fill a deep-seated human desire: to communicate with, and keep track of the activities of a wide circle of others. (Donath. 2007; Tufekci, 2008b). A study in Czech university analyzed facebook related academic procrastination, found that people tended to be unaware of just how much time they really spend on facebook and the effect this might have on their academic/ job performance According to the data released by the Telecom Regulatory Authority of India (TRAI), a total of 302.35 million Internet subscribers in India and as on December 31, 2016 the numbers hiked to 391.50 million Internet Subscribers 19 In 2019, about 37 per cent of the users access the Internet from cyber cafes, 30 per cent from an office, and 23 per cent from home. However, the number of mobile Internet users increased rapidly from 2009 on and there were about 274 million mobile users at the end of September 2020, with a majority using 2G mobile networks." Mobile Internet subscriptions as reported by the Telecom Regulatory Authority of India (TRAI) in March 2011 increased to 381 million due to covid the use of Internet jumped more from double As Reliance Jio has tied up with Digital India Campaign. it is too easy for anyone to get access to the internet on their 4G smartphones for free. According to Cybermedia Research, Reliance Jio Infocomm's

subscriber base even before commercial launch could well be over 25 million users, on the back of the 3 months preview offer of free voice and internet services. In the last few years, many people especially adolescents started using social media or social networking sites. Acc. to Pew Research Centre (2009), 73% of all teenagers accessing the internet used at least one kind of social media (Lenhart, Purcell. Smith & Zickuhr, 2010). Another report done by McAfee's Tweens, Teens & Technology in 2014 states that 70% of online youth (8-17 yrs) in India spend more than 5 hrs on the internet in a normal week and 47% of India's youth (13-17 yrs.) even access their social media accounts while at school.

The Meeker report suggests that Jio has cornered 39 percent of the mobile broadband market in India and has almost double the number of subscribers as compared to Airtel which is in the second place.

With the introduction of Jio network, drastic change has been seen in the usage of the internet. India adds 15000 more internet users everyday. Bharat is getting online faster than India. By 2020, about 315 million Indians living in rural areas will be connected to the Internet, compared to around 120 million at present. about 36% of the country's total online population.

Overall, according to the report, young men and college going students are the primary users of the internet. A Boston Consulting Group study says that by 2020, about 315 million Indians living in rural areas will be connected to the Internet, compared to 120 million at present.

Among 18–29-year-olds social media is often the first and last thing they do every day, with eight in 10 (79%) accessing social media first thing in the morning and almost two thirds (63%) last thing before they go to bed. Pretty much everyone aged 18-29 is on social media (99%), while less than half of those aged 65+ are on social media (47%).
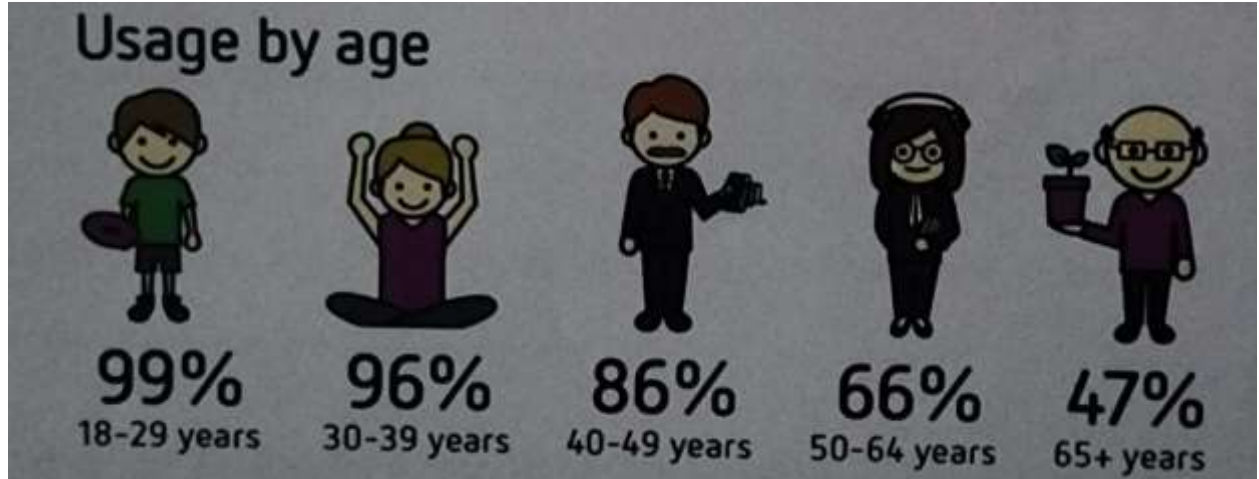
Facebook, with more than 2 billion monthly active users, remains the world's most popular social network, by far. If the social media giant were a country, it would be much bigger than China. Vincenzo Cosenza's report January 2017 World Map of Social Networks, based on traffic data from Alexa and Similar Web, reveals that Facebook is still the leader in 119 out of 149 countries anylysed.

According to the report titled 'State of the World's Children 2017: Children in a digital world' unveiled by the UNICEF today, girls in rural areas often face restrictions while using the Information and Communications Technology (ICTS), solely because of their gender.

"Globally, 12 per cent more men than women used the Internet in 2017. In India, less than one third of Internet users are females." the study said. "The Internet and social media provide incredible opportunities for children to learn, participate and socialise but it also brings significant risks of online

abuse and violence. Digital literacy is, therefore, key to ensure that all girls and boys stay informed, engaged and safe online," said UNICEF representative in India. Yasmin Ali Haque.

A report by the Boston Consulting Group and Retailers Association of India pegged the percentage of women internet users in India at 29% and said the remaining 71% were men. While the report projected that this gap is going to shrink in the coming years, as women will reach a 40% share in internet usage by 2020, the level of digital inequality in India remains staggering According to the report. 71% male and 29% female are Internet users in India. The Internet usage among males has been growing at a rate of 50% while it is growing 46% for female users. However, in Urban India, the ratio between male to female Internet users is 62:38. Significantly. Internet users among females are growing at a rate of 39% compared to 28% among males.

At One of the ironies of the internet is that it keeps you apart from most important things. It is a great way to stay connected with people but you just have to know when to shut it down. It seems when people go on social networking site, they just lose their minds.
"For better and for worse, digital technology is now an irreversible fact of our lives," said
UNICEF Executive Director Anthony Lake.

Further Studies should be Conducted to waste more pages for research and a academic deactivation to valuable student to important in then academic preference, there by avoiding a distraction which leads to decoration for there a academic works.

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