



A STUDY ON THE RISE OF UNHEALTHY BEHAVIORS LINKED TO SOCIAL MEDIA USAGE

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ABSTRACT

Social media has gained immense popularity amongst adolescents. Studies show that 90% of adolescents use at least one type of media regularly. Several studies suggest that its usage is related to anxiety, lower self-esteem, psychological distress, depression and loneliness. The problem with social media challenges was increasing. Therefore, a study aimed at investigating its impact on the selected population was taken. The people who took part in the research consisted of students from colleges, and the working population of both genders was equally distributed. The most significant number of respondents corresponded to the age group of 18 - 25 years and accounted for 84%. Out of the total population of the study, the use of Instagram was in 64% and that of twitter and Facebook were in 34 %and 2%. More than a half of the subjects were 54% who spent an average of 1-3 hours daily with the media and this affected their psychological health. To sum up, even though social media platforms are a good chance for the relationship and self-expression, the emergence of challenges that are mainly for the purpose of unhealthy behaviour poses the most important threats. This condition necessitates the immediate recognition and mitigation of these risks, if the users' body and mind health are to be guaranteed, and more importantly, it is also crucial for those groups who are both young and old.

KEYWORDS : *Social media, Adolescents, Challenges, Unhealthy behaviours, Physical, Mental wellbeing.*