

Addressing A Social Media Addiction and Solution from Simplified Kundalini Yoga Practices

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ABSTRACT

Social media's impact on the mental health of youngsters is complex and multifaceted. While it provides connectivity and opportunities, it also presents challenges. Excessive usage can lead to feelings of loneliness, anxiety, and depression, as users compare their lives to curated online personas. Cyberbullying and online harassment further exacerbate emotional distress. The constant need for validation through likes and comments can negatively affect self-esteem. Moreover, the fast-paced, curated nature of social media can foster unrealistic beauty standards and induce body image issues. However, social media can also offer support networks and resources for mental health awareness. Finding a balance between online and offline interactions, promoting Yoga is a best solution. Simplified Kundalini Yoga is a practice that helps to connect with our innermost selves and tap into our spiritual nature. By cultivating a sense of mindfulness and awareness, we can develop a deeper understanding of ourselves and our place in the world.

KEYWORDS: Social media, Multifaceted ,Cyber bullying ,Mental health, Youth Online websites, Simplified kundalini yoga.

INTRODUCTION:

Social media refers to online platforms and websites that enable individuals to create, share, and interact with content in a virtual community. It has revolutionized communication by allowing people to connect, exchange ideas, and share various forms of media, such as text, images, videos, and links, in real-time. Social media platforms encompass a wide range of applications, including Facebook, Twitter, Instagram, LinkedIn, and TikTok, each catering to different interests and communication styles. Users can follow, friend, or connect with others, engaging in conversations, sharing updates, and participating in discussions on diverse topics. While social media has facilitated global connectivity and information dissemination, it also raises concerns about privacy, misinformation, and the impact on mental health. As a powerful tool for personal expression, social interaction, and information sharing, social media has become an integral part of modern society. The DSM-V characterizes social media addiction (also known as internet addiction) as a suggested type of psychological or behavioral addiction to social networking sites (Casale & Banchi, 2020).

SOCIAL MEDIA USAGE BEFORE AND AFTER COVID

Social media usage was already on a steady rise, with platforms like Facebook, Instagram, Twitter, and Tik Tok becoming integral parts of people's lives. However, the pandemic significantly accelerated this trend, leading to even higher levels of social media engagement.

Before COVID-19

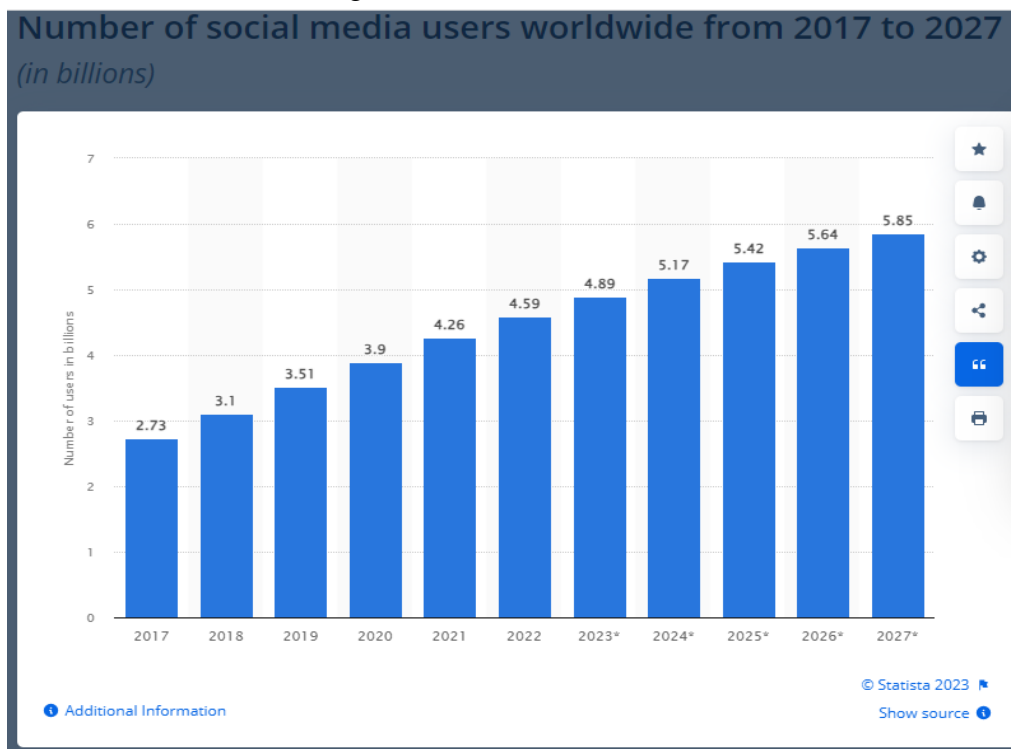
Social media was widely used for personal connections, sharing updates, and staying connected with friends and family. Businesses and brands used social media for marketing, customer engagement, and brand promotion. The use of video content was growing, with platforms like YouTube gaining popularity. Influencer marketing was on the rise, with individuals leveraging their social media presence for collaborations and endorsements.

After COVID-19

With lockdowns and physical distancing measures, people turned to social media for remote socializing, virtual events, and staying informed about the pandemic. Video conferencing platforms like Zoom and live streaming on social media gained prominence for work meetings, online classes, and entertainment. E-commerce businesses increased their presence on social media as online shopping became more prevalent. Misinformation and fake news related to COVID-19 also spread on social media, highlighting challenges in content moderation. Mental health concerns related to excessive social media use and pandemic-related stress came to the forefront.

SOCIAL MEDIA USERS ON WORLDWIDE:

There are 4.8 billion social media users worldwide, representing 59.9% of the global population and 92.7% of all internet users. There were 150 million new social media users between April 2022 and April 2023 – a 3.2% increase year-over-year. According to the [Data report al] April 2023 global overview, we can see that social media growth has continued to increase:



Source <https://www.statista.com>

More than half of the world now uses social media (60%) .4.80 billion people around the world now use social media, 150 million new users have come online within the last 12 months. The average daily time spent using social media is 2h 24m.

ADVANTAGES OF SOCIAL MEDIA PLATFORMS

Social media connects people worldwide, enabling instant communication and interaction with friends, family, and acquaintances across geographical boundaries. Social media facilitates the rapid dissemination of news, updates, and information on various topics, keeping users informed and engaged. Platforms like LinkedIn provide avenues for professional networking, job opportunities, and career advancement.

Creative Expression:

Social media offers a space for users to showcase their talents, creativity, and self-expression through multimedia content. Social media amplifies social and environmental causes, enabling users to raise awareness, promote activism, and drive positive change.

DISADVANTAGES OF SOCIAL MEDIA PLATFORMS

Social media exposes personal information, making users vulnerable to identity theft, cyberbullying, and privacy breaches. Excessive social media use is linked to anxiety, depression, loneliness, and low self-esteem due to comparisons with curated online content. False information and fake news spread easily on social media, influencing opinions and distorting realities.

- **Addiction:** Social media addiction can lead to reduced productivity, disrupted sleep, and decreased face-to-face interactions.
- **Cyberbullying:** Users can experience harassment, threats, and online abuse, negatively impacting mental well-being.
- **Distracted Attention:** Constant notifications and scrolling can lead to shortened attention spans and difficulties focusing on tasks.

HOW SOCIAL MEDIA AFFECTS YOUNGSTERS' DAILY ACTIVITY

Social media's integration into youngsters' daily routines significantly impacts their productivity. While it offers connectivity and information, it often becomes a major distraction. Platforms from social media encourage endless scrolling, diverting attention from tasks. Notifications disrupt focus, affecting academic performance and study habits. Constant engagement with online content reduces time for meaningful activities, such as hobbies, exercise, and real-world interactions. The pursuit of likes and followers can lead to a fixation on social validation rather than productive endeavours.

ONLINE BEHAVIOUR OF TEENS

Online behaviours of youngsters encompass various actions, interactions, and habits in the digital sphere. They connect through social networking platforms like Instagram and Snapchat, sharing original content such as photos and videos. Online gaming fosters global interaction and competition, while messaging apps enable multimedia conversations. Problematic social media use, including social media addiction, may pose a risk for increased cyberbullying and cybervictimization.

DARKER SIDE OF SOCIAL MEDIA

All in one click, the darker side of social media emerges, revealing the need for responsible usage, digital literacy, and open conversations to counteract these negative impacts. The darker side of social media addiction can make youngsters face various difficulties, often causing them to feel too shy or uncomfortable to talk about their struggles. Excessive online engagement can lead to withdrawal from real-life interactions, making them hesitant to open up and make them isolated. Nearly half of U.S. teens ages 13 to 17 (46%) report ever experiencing at least one of six cyberbullying behaviours asked about in a Pew Research Centre survey conducted April 14 to May 4, 2022.

- **Anxiety and Depression:** social media-related issues can cause emotional distress, but they may be too shy to express these feelings.
- **Body Image Insecurities:** Comparisons to curated online personas can lead to body image issues, yet discussing these concerns feels embarrassing.
- **Cyberbullying:** Experiencing online harassment can lead to shame and silence due to fear of being judged.
- **Online Validation:** Feeling dependent on likes and comments for self-worth can be a sensitive topic, making them reluctant to discuss it.
- **Time Mismanagement:** Acknowledging that excessive social media use affects productivity and well-being can be difficult to admit.
- **Lack of Real-world Skills:** Reduced face-to-face interactions impact communication skills, which they may find uncomfortable to address themselves.
- **Digital Addiction:** Recognizing a compulsive need for social media can make them feel vulnerable and reluctant to discuss it.

Encouraging open conversations, creating a non-judgmental environment, and providing platforms for support can help youngsters overcome their shyness and address the challenges they're facing due to social media addiction. If youngsters are addicted in such a way to social media platforms then how come they contribute to human society and nation growth. So here comes yoga,

INCORPORATING SKY YOGA PRACTICES :

Yoga is a holistic practice that involves physical postures, breathing exercises, meditation, and ethical principles. It is known for its positive impact on mental, physical, and emotional well-being. If "SKY Yoga" incorporates principles from Vethathiri Maharishi's teachings and combines them with traditional yoga practices, it may offer unique approaches to address the challenges posed by social media addiction. Here's how yoga in general could potentially help with this issue:

- **Mindfulness and Self-Awareness:** Yoga encourages individuals to be present in the moment, which can help reduce the compulsive behaviours associated with social media addiction. By practicing mindfulness, individuals become more aware of their thoughts and actions, making it easier to recognize and control unhealthy patterns of behaviour.
- **Stress Reduction:** Social media addiction can often lead to increased stress and anxiety. Yoga incorporates relaxation techniques (Yoga Nidra) and deep breathing exercises that have been shown to lower stress levels and promote relaxation.
- **Improved Concentration:** Regular yoga practice can enhance focus and concentration, which can counteract the scattered attention often caused by excessive social media use.

- **Physical Activity:** Many forms of yoga involve physical postures and movements. Engaging in regular physical activity through yoga can counteract the sedentary lifestyle associated with prolonged social media use.
- **Emotional Regulation:** Yoga emphasizes emotional balance and self-control. Practicing meditation can help individuals manage their emotions and reactions, which can be particularly helpful in reducing impulsive behaviours linked to addiction.
- **Community and Support:** Participating yoga in classes or groups can provide a sense of community and support, offering an alternative social interaction to that provided by social media platforms.
- **Healthy Routine:** Establishing a regular yoga practice can help create a structured daily routine, reducing the amount of time available for excessive social media consumption.
- **Personal Growth:** Yoga philosophy encourages self-reflection, personal growth, and positive lifestyle changes. Practitioners may become more motivated to address their addiction and make healthier choices.
- **Digital Detox:** Designate specific times for yoga practice and unplugging from digital devices. Create a healthy boundary between your yoga time and screen time.
- **Tech-Free Space:** Designate a space in your home solely for yoga and meditation. Keep it free from digital distractions to cultivate a focused and peaceful environment.
- **Intention Setting:** Begin your yoga practice with a clear intention, such as reducing screen time or being more mindful about social media usage. This intention can guide the actions both on and off the mat.
- **Self-Reflection/Introspection:** Use journaling as a tool for self-reflection. Write about your feelings, thoughts, and experiences related to social media. This can help you gain insights into your habits and triggers.
- **Gratitude Practice:** Cultivate gratitude through yoga by focusing on positive aspects of your life. This can shift your focus away from virtual interactions and towards genuine connections.
- **Positive Affirmations (Sangalpam):** Incorporate positive affirmations related to balanced technology use into your daily yoga routine. Repeat these affirmations to reinforce healthier habits.
- **Mindful Eating:** Extend mindfulness to your eating habits. Practice mindful eating during meals, which can reduce the tendency to mindlessly scroll through social media while eating.
- **Tech-Free Mornings/Evenings:** Begin or end your day with tech-free periods dedicated to yoga, meditation, or other offline activities.
- **Consistent Routine:** Create a regular yoga routine that includes physical practice, meditation, and mindfulness. Consistency can help rewire habits and reduce the compulsion to use social media excessively.
- **Balanced Lifestyle:** Vethathiri Maharishi's teachings often focus on holistic well-being and a balanced lifestyle. Incorporating these principles into yoga practice could promote a more balanced approach to technology use.

CONCLUSION

In conclusion, integrating SKY yoga practices and principles can offer a holistic approach to addressing the issue of social media addiction. By incorporating mindfulness, self-awareness, and intentional living,

individuals can gradually shift their focus away from compulsive social media use and towards a more balanced and mindful relationship with technology. Through practices such as physical exercises Meditation, Introspection, breathing exercises, yoga postures, and relaxation, individuals can become more attuned to their behaviours, emotions, and triggers related to social media.

Applying yoga philosophy, including principles of balance, discipline, and gratitude, can further guide individuals towards a more mindful and purposeful lifestyle. This is an important aspect of addressing addiction's craving, compulsive behaviour, tolerance, and relapse conditions. As a result, incorporating yoga and meditation into daily life will aid in the regulation of the symptoms of maladaptive behaviour associated with smartphone addiction.

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