

2:50

Wednesday, September 18

EMERGENCY ALERTS 2m ago

Public Safety Alert

Overuse of Social Media rates are high & rising rapidly. Effects are damaging. Limit use of devices. If you must use it, maintain reasonable screen time. Stay aware. Stay informed.

(Ivanova, 2024).
[...] the aggregate prevalence of social media addiction in 32 countries was

24%

What is Social Media Addiction?

Social media addiction refers to the excessive and compulsive use of social media platforms, leading to negative impacts on daily life.

Why is Social Media Addictive?

Social media is addictive because it triggers dopamine release through likes, comments, and shares, activating the brain's reward system. The endless scrolling of content keeps users engaged, while the need for social validation drives a constant search for approval and connection with others.

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The Lanier Law Firm
It's estimated that 210 million people worldwide are addicted to social media.

Causes of Social Media Addiction

Social media addiction is fueled by Fear of Missing Out (FOMO), social pressure to maintain an online presence, loneliness, and boredom. These factors drive people to stay constantly connected online, making it difficult to break the habit.



Sarah Miller

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“Social media platforms drive surges of dopamine to the brain to keep consumers coming back over and over again. The shares, likes and comments on these platforms trigger the brain's reward center, resulting in a high similar to the one people feel when gambling or using drugs” - Dr. Nancy Deangelis

9:03 PM - 2 June 2022

Vladimira Ivanova

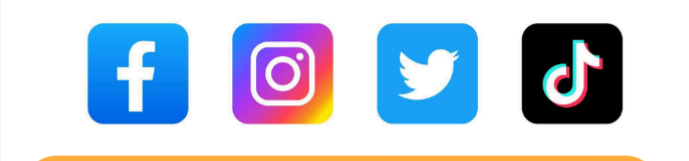
Text Message
Today 10:37 PM

How can we stop social media addiction?

To stop social media addiction, start by establishing firm limits on your screen time and designating particular times for social media monitoring. Using apps or phone settings to track and restrict your time online helps you stay accountable.

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Engage in a digital detox by taking breaks from social media for days or weeks, allowing yourself to reconnect with offline activities, hobbies, and relationships. Replace the urge to check your accounts with healthier habits like exercising, reading, or spending time with friends in person.



Social media users can certainly limit and restrict their social media use, thereby decreasing the odds of addiction. However, users can't shoulder all of the responsibility for social media addiction. Research suggests that social media use literally rewires the brain and that social media companies such as Meta have used this to keep users hooked and coming back for more.