



Instagram Addiction: the Current Trends

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ABSTRACT:-As of January 2023 India has 229.6 million active Instagram users, making it one of the most-used social media platforms In India. People aged 18 to 24 were the largest users. Drawing on existing literature, we are exploring the psychological factors that contribute to Instagram addiction. Additionally, the concept of FOMO (Fear of Missing Out) and its relationship with Instagram addiction is discussed. The potential consequences of Instagram addiction are also mentioned, including its impact on mental health, self-esteem, body image, relationships, and productivity. The concept of digital detox and the strategies for managing Instagram addiction are highlighted. Overall, this abstract highlights the multidimensional nature of Instagram addiction, encompassing psychological and sociocultural factors, and underscores the need for a comprehensive understanding of this phenomenon to develop appropriate strategies for managing Instagram addiction and promoting healthy social media use.

KEYWORDS:- Instagram ,FOMO ,Addiction , Multidimensional approach.

INTRODUCTION:-

As of January 2023, India tops the list that ranked Instagram users by country, with 229.6 million active Instagram users. This doesn't surprise us as Instagram is one of the most habituated social media platforms In India. This reckoned for around 17% of its entire population. The majority of them were men, around 73%. People aged 18 to 24 were the larges.

The United States had 143 million and Brazil had roughly 113 million. Indonesia, Turkey, and Japan ranked in fourth, fifth, and sixth positions, independently. It took Instagram 11.2 years to reach the corner of 2 billion yearly active user's worldwide¹.

Instagram has played an important part in this century's popular culture, with popular druggies dubbed 'influencers '. Influencers have

become a crucial demographic for Instagram, and the app has opened up its platform with shopping and other marketing tools to make these popular druggies indeed more successful. Instagram has entered review for its part in this growing assiduity, as photo-shopped, edited and fake images are used to vend products through this platform. Still, Instagram has filters and markers to ensure that photo-shopped items and product placement are correctly identified². Videotape sharing was added to the app in 2013, which mimicked the popular app Vine at the time. Instagram Stories launched in 2016, which allows users to upload a short series of pictures, which are deleted after 24 hours. Current trends are of Instagram reels; reels are full- screen perpendicular videos up to 90 seconds long. They feature a suite of editing tools and audio tracks as well as trending voice and sound particles, reels allow you to add captions, stickers, backgrounds; upload multiple videotape clips; use a range of filters; and a lot further.

INTERNET ADDICTION: CURRENT DIAGNOSTIC GUIDELINES:-

The first digital media addiction is included in a diagnostic manual (DSM-5) as a condition warranting more research. However, an IGD can be assumed, if five out of nine criteria are met for the past 12 months. These criteria include preoccupation, withdrawal (when not using), tolerance, continuity (unprofitable attempts to reduce or stop operation), continuation (of operation despite problems), deception (deceiving or covering up operation), escape (operation to avoid or reduce adverse moods), displacement (giving up other conditioning), and conflict (risking or losing connections or career openings due to excess operation)³.

Furthermore, as the first official digital media-associated diagnoses, gaming disorder (GD) and the (online) gambling disorder are included in the 11th modification of the International classification of diseases (ICD- 11), under the parent disorders due to substance use or addictive



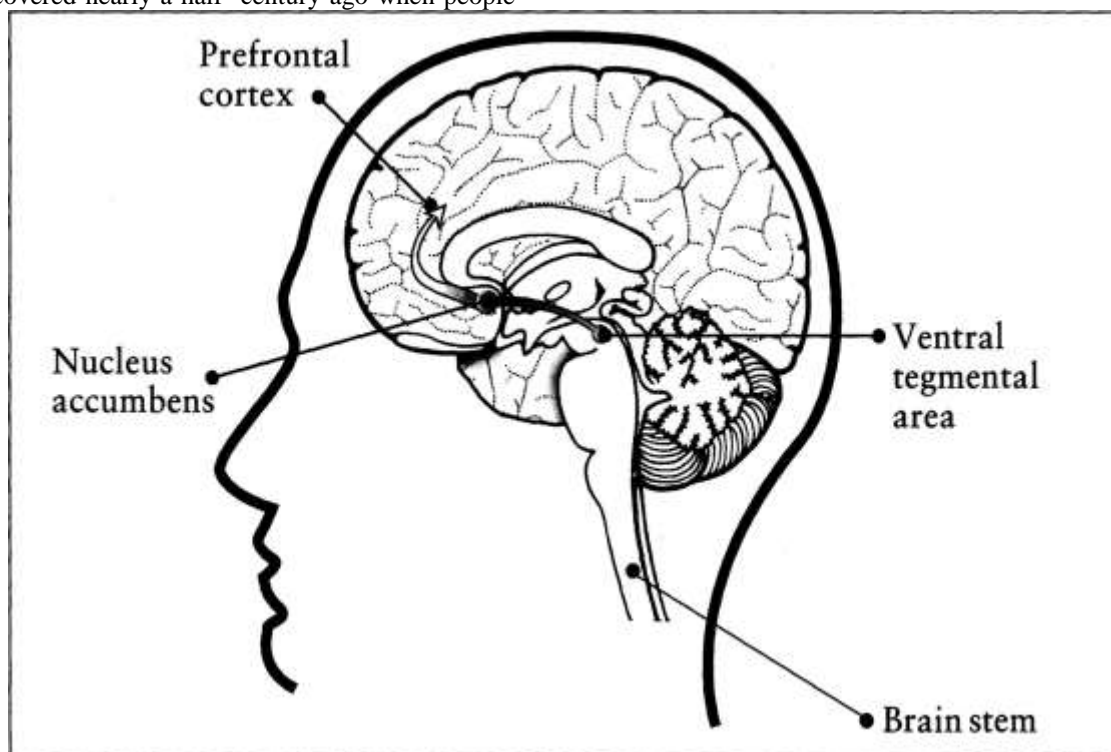
behavior. Both behaviors is described by the following criteria concerning a continuous or episodically on-/off-line usage pattern that is generally present over at least 12 months: (A) impaired control, (B) increasing priority over other activities, (C) continuation or escalation despite the occurrence of negativeconsequences and (D) the behavior results in clinically significant distress or impairment of personal, social, educational, work-related, and financial functions. Thus, different to the DSM- 5 criteria, both symptoms and significant impairments arising from these symptoms must be apparent for the judgments to be met⁴.

ADDICTION AND THE BRAIN:-Addictions set up due to alterations in a single pathway in the brain i.e. the "reward" circuit whose chief centers of action lie in the ancient part of the brain known as the limbic system. The addiction pathway governs motivated behavior. The pathway was first discovered nearly a half- century ago when people

called it the pleasure center. Scientists now call this center the brain reward region and have verified its part as the addiction pathway.

Addictions, around differences in the brain's mesolimbic dopamine pathway, also known as the reward circuit, which begins in the ventral tegmental area (VTA) above the brainstem. Cell bodies of dopamine neurons arise in the VTA, and their axons extend to the nucleusaccumbens. This centrally located region connects with numerous other brain structures, like the limbic system (the so- called emotional brain).⁵

The limbic system is a collection of brain structures that form a ring around the brain stem. These include the hippocampus, the brain's center of learning and memory, and the amygdala. The limbic system is also closely connected to the hypothalamus, a small area in the center of the brain that controls numerous hormones, hunger, thirst, and sexual desire.



In short, the addiction pathway has been around a lot longer than humans and is situated within easy reach of ancient brain centers that control many basic functions. In short, each addiction makes use of the dopamine pathway differently and recruits other brain chemicals (including other neurotransmitters) to help⁶.

INSTAGRAM ADDICTION: THE IMPACT ON MENTAL HEALTH:-

Since everyone is different, there's no specific quantum of time spent on social media, or the frequency with which you check for updates, or the number of posts you make which may indicate your use is getting unhealthy. **“Reels sharingis not Caring”**. If you're spending an excessive amount of time on Instagram or any social platform and feelings of sadness, dissatisfaction, frustration, or



loneliness are impacting your life, it may be time to re-examine your online habits and find a healthier balance⁷. Indeed even if you know that images you're viewing on social media are manipulated, they can still make you feel insecure about how you look or what's going on in your life. Facebook and Instagram make you feel that others are having much more fun or living better lives than you are. Nothing reduces stress and boosts your mood and confidence briskly, and more effectively than an eye-to-eye contact with someone who cares about you. The more you prioritize Instagram commerce over in-person connections, the more you are at threat for developing or aggravating mood disorders such as anxiety and depression⁸. Sharing endless selfies and all your innermost thoughts can create unhealthy self-centeredness and distance you from real-life connections. Fear of missing out (FOMO) can keep you returning to over and over again which leads to more addiction⁹.

HOW TO GET RID OF INSTAGRAM ADDICTION:-

There is a general consensus that total abstinence should not be the goal of the interventions and that instead, abstinence from problematic applications and a controlled and balanced usage should be achieved.

Psychological Approaches:-

1. **Modify the use:** -1. **Track how much time you spend on Instagram:** - Track and then reduce use to 30 minutes a day resulted in a significant reduction in levels of anxiety, depression, loneliness, and sleep problems.
2. Leave your mobile phone in another room overnight while going to sleep.
3. Turning off notifications can help you regain control of your time and focus.
4. Try removing the app from your phone so you can only check them, the like from your tablet or computer.
5. A healthier substitute:-If you're lonely, for example, invite a friend out for coffee instead.
6. Motivational interviewing (MI) is a client-centered yet directive method for enhancing intrinsic motivation to change by exploring and resolving client ambivalence¹⁰.
7. "Community Reinforcement and Family Training" could be useful in enhancing the motivation of an addict¹¹.
8. Reality therapy (RT) is supposed to encourage individuals to choose to improve their lives by committing to change their behavior. It includes sessions to show clients that addiction is a choice and to give them training in time

management; it also introduces alternative activities to the problematic behaviour¹².

9. Using cognitive-behavioral therapy (CBT) is justified due to the good results in the treatment of other behavioral addictions/impulse-control disorder¹³.

PHARMACOLOGICAL APPROACH:-

Clinicians use psychopharmacology to treat despite the lack of treatment studies addressing the efficacy of pharmacological treatments. In particular, selective serotonin-reuptake inhibitors (SSRIs) have been used because of the comorbid psychiatric symptoms (e.g. depression and anxiety) for which SSRIs are effective¹⁴. Bupropion (a non-tricyclic antidepressant) and found a decrease in craving for the same, cue-induced brain activity in the dorsolateral prefrontal cortex after six weeks of bupropion sustained-release treatment¹⁵. Mood stabilizers might also improve the symptoms. A few authors mentioned that physical exercise could compensate for the decreased level of dopamine level due to decreased online usage¹⁶.

THE MULTIMODAL APPROACH:-

A multimodal approach is characterized by the implementation of several different types of treatment in some cases even from different disciplines such as pharmacology, psychotherapy, and family counseling simultaneously or sequentially.

CONFLICT OF INTREST:-none

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