

28<sup>th</sup> World Congress on

# PSYCHIATRY, PSYCHOLOGICAL SYNDROMES & THERAPEUTICS

May 21-22, 2018 | New York, USA

## **Internet addiction disorder among adults and adolescents: Exploring correlates with obsessive use of social media, selfitis and narcissism**

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There has been a tremendous change in social and individual behavior with the advancement in technology. Technology has introduced a virtual social world which has altered the individual behavior and its expression in social context. India is one of the biggest markets for Facebook. As well as providing a larger context to influence social behavior in both positive and negative aspects. Selfie is a concept popularized by many leaders and celebrities through media. Researches show that there has been increased obsession with social networking sites, taking selfie and narcissistic trait of personality. The purpose of this study is to understand the role of technology on the mental health of adolescents and adults altering their thought, emotion and action. Pattern of internet addiction disorder will be studied on 1000 adults and adolescents. The study explores the relation among narcissism, selfitis and excessive use of social media. Appropriate scales were used to measure the variables of study. Results show that high use of social media, and selfitis are significantly related with narcissism. IAD causes neurological complications, psychological disturbances and social problems whereas such researches are not conducted in Indian population recognizing these obsessive usages as problematic. Identification of the problem is a major goal of study. Recommendations are made to the educators, counselors, and psychologists for the early identification of behavioral symptoms.

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