

Chapter 25

Investigating Social Media Addiction in the Context of Digital Storytelling

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ABSTRACT

Being easy to access and share, social media platforms cause people to spend most of their time in these places. Individuals share pictures, music, and video content in these places; they follow the content shared by others as well. Such appeals of social media lead individuals to become addicted to social media. In this study, social media addiction was evaluated on the basis of the platform, the addicted environment, and the characteristics of the user. In addition, the study is explained with examples, especially on the Instagram platform, through digital storytelling.

INTRODUCTION

Human beings have experienced oral culture and written culture from past to present, and today they live digital culture with communication technologies. Individuals living in digital culture can easily reach other people through communication technologies, share what they do, follow other users' posts, and get synchronized with other people in many fields of education, culture and economy. In addition, the use of social media, together with participatory, interactive, personal and mass sharing, has become a place of interest and being a compulsory activity for individuals. Due to the fact that social media is a place of attraction and has become a necessity, individuals have become constantly using social media.

When considered in an individual and social context, the addiction typology has three sub-Dimensions (DeFleur and Ball-Rokeach, 1989, as cited: Işık and at all, 2022, p. 102). The first dimension is interpretation. Interpretation is learning the requirements of spiritual, physical and social existence. In addition, it is the ability to understand and interpret the social environment in which one lives. Another dimension, adaptability, is the ability to decide how to meet vital needs. It is also to get clues and symptoms on how to act in a new situation. Play and entertainment which is the final dimension, is deciding what to

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do when one is alone. In the entertainment dimension, examples of planning events with family, friend groups, going to the movies and concerts can be given.

According to most researchers, social media addiction is a type of internet addiction. However, when the available information is analysed, social media addiction should be examined under an independent context. Social media addiction can be defined as “prolonged preoccupation with social media with an uncontrollable motivation to access or use social media, spending so much time and effort on social media that it affects other priority areas” (Demirkol & Harmancı, 2021, p. 62).

Social media addiction has three pillars. The first of them is the characteristics of the addicted substance, the second is the effect of the environment in which the addicted person lives, and the third is the personality characteristics (Tarhan & Nurmedov, 2011, p. 43). The study is conducted within the scope of this information. First of all, social media, Instagram and digital storytelling that the user becomes connected are evaluated. Secondly, the society and culture in which individuals live today will be investigated. In addition, the effect of popular culture is discussed in this context .

THE PLATFORM ADDICTION AND OBJECT

Technological tools have many features. The most important of these features is how they affect human life. These effects are not innocent and technology will definitely find the power to connect people to itself. From another point of view, technology is an extension of human beings. Questioning technology in human life, where the technique is decisive, McLuhan stated that people need technology and this need has reached an irreversible turning point (Yengin, 2019, p. 136).

Along with Web 2.0 technology, individuals use Facebook, Twitter and Instagram platforms effectively. These platforms, which were used due to their popularity at the beginning, are being used in many areas such as education, culture, health and economy over time. In recent years, it has become a necessity for everyone to benefit these technologies.

It is essential to deal with the basic characteristics of internet addiction and, accordingly, social media addiction. According to Tarhan and Nurmedov (2011, p. 74), the main features of internet addiction are as follows;

- The internet is used every day of the week and 24 hours a day.
- Instagram usage status is also accessible wherever internet is available
- Internet home, workplace, etc. available everywhere.
- Also it can be used anywhere on Instagram.
- Even on mobile lines, internet packages vary according to social media usage.
- Users receive internet packages according to their social media usage status.

It is fascinating.

It is confirmatory.

It has been determined that the social media usage purposes of the youth are entertainment, communication, agenda tracking, messaging and leisure activities (Çömlekçi & Başol, 2019, p. 183). According to studies, it is obvious that many studies are associated with social media.

Tümer et al. examined the studies on social media addiction in the last five years (2022, p.29). They found a positive and significant relationship between social media addiction and anxiety, depression,

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