

“Survey based observational Study to Know awareness and Attitude towards social media addiction and Ayurveda with its role in De-addiction.”

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Abstract-

Introduction-Digital India 2024 report shows that there is 751.5 million internet users are present in India in which 462 million people are social media users. Addiction is defined as a process of inability to control the behavior in repeatedly manner. It brings instant pleasure and provides relief from internal discomfort.

The objectives of the study are related to know awareness and attitude towards Social Media Addiction, to know awareness and attitude towards Ayurveda and to explore role of Ayurveda in the De-addiction.

Methods-The study adopted the self - structured google form based observational survey study. A questionnaire was developed having 23 questions. The Google form was circulated on various social media platform through a link. The participants of this survey study

were age group of from 18-85 years irrespective of sex. The study population was 300 and out of the 300 participants questionnaires distributed, 273 participants responded and fill the questionnaire.

Result-The result of the study reveals that mostly all age groups are using the social media especially for entertainment to be happy and for fun. The commonly used social media platform are whatsapp, Youtube, Instagram and Facebook. 62.6% participants have knowledge about social media addiction and its treatment. 71.1 % participants are aware about role of Ayurveda in mental health. 85% participants prefer Ayurveda and Yoga for the treatment of social Media addiction.

Conclusion-This is the time to explore Ayurvedic principles for the De-addiction of social media users. Need of this Tech era is to develop Ayurvedic psychiatry which would be helpful to our society.

Keywords: social media, Ayurvedic principles, De-addiction

Introduction-Digital India 2024 report shows that there are 751.5 million internet users are present in India in which 462 million people are social media users. Statistical data shows that Globally 6.8 billion means 80% population are smart phone users in worldwide [1]. Addiction is defined as a process of inability to control the behavior in repeatedly manner. It brings instant pleasure and provides relief from internal discomfort. The person feels inability to control Internet and social media use which leads to anxiety, irritability and dysfunctional behaviors in daily routine. Social Media Addiction may be classified as a behavioral addiction. Study shows that Social Media Addiction would be the main cause for developing various mental disorders in upcoming years. [2, 3]

Ayurveda is not only a medical science but it is science of life with the holistic approach to health and personalized medicine [4]. Asatmyaindriarth Sanyoga, Pragyapradh and parinaam these three are the main causative factor for diseases in Ayurveda in which it Asatmyaindriarth Sanyoga means improper use of senses is one of the most important direct cause for mental diseases [5].

This study is carried out to know awareness and Attitude towards social media addiction as well as towards Ayurveda and Role of Ayurveda in the De-addiction. When persons get unwilling things and don't get willing things means do not fulfilled their desires, then there is vitiated mental doshas in the form of manas bhavas i.e., harsha, kaam, krodha, irshya, shoka etc (Ca. su.11/45). These can be changed into manas vikaras when they

will meet a triggering factor with uncontrolled mana and troubled mind (disturb state of dheer, dhriti and smriti). This is the time to explore these Ayurvedic principles for the De-addiction of social media users. Need of this Tech era is to develop Ayurvedic psychiatry which would be helpful to our society. Ayurveda covers all the factors of mental health in the umbrella of Ahhar, Achaar, vichar, Rasayana, Achara Rasayana, Satvavajay chikitsa and yoga with Panchakarma therapies. Satvavajay means Ayurvedic psychological counseling play an important role in de-addiction of social media. [6, 7]

Material and Methods-

Study Design-The study adopted the self-structured google form based observational survey study. A questionnaire was developed having 23 questions. These are closed ended questions with multiple choice and dichotomous answers. This questionnaire was reviewed by subject experts for content validation. After receiving inputs, the questionnaire was developed and used in the survey. For effective collection and distribution of data the structured questionnaire was used.

Sample Size-The population of the study are general public of adult population between 18-85 years of age group irrespective of sex.

Due to wide variation in the prevalence of social media addiction and the less available literature, P is considered as 0.5. By using the formula $4pq/L$, where L was 10% of P, the calculated sample size to be 400. The Google form was circulated to only 300 participants for the study due to short duration for

survey. 273 participants responded and fill the questionnaire.

Aims-

The aim of the study is to explore role of Ayurveda in De-addiction.

Objectives-

1. To Know awareness and Attitude towards social media addiction and Ayurveda

Measures-

The Google form was circulated on various social media platform through a link and data was collected with the consent of participation, to know awareness and attitude towards social media addiction and Ayurveda in our

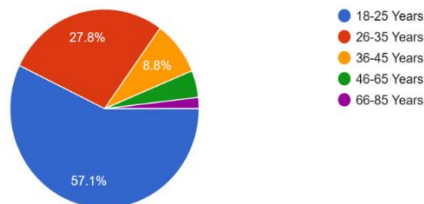
society. The Survey study method was used to assess the opinions of the respondents on the awareness about social media addiction and Ayurveda, its impact on health and its various treatments. The aim of the study is to explore role of Ayurveda in De-addiction. This area of research is chosen due to close proximity and very less research on awareness and attitude towards social media addiction and Ayurveda.

Result- 98.2% participants gave their response as 'Yes' ready to participate in this survey study and result of this study is as follows-

1. Pie chart showing the Age wise distribution of registered cases

The maximum number of participants were observed in the age group of 18--25(57.1%), followed by the age group 26-35 years(27.8%) and 36-45 years (8.8%) and the minimum frequency was observed in the age group of 66-85 years.

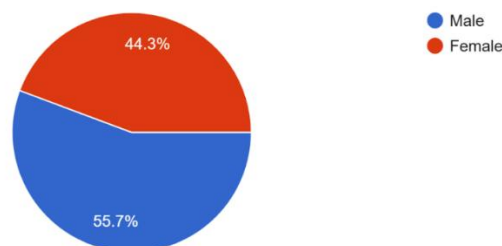
3. Age आयु
273 responses



2. Pie chart showing the gender wise distribution of registered cases

Out of total sample of 273 participants 55.7% were male and 44.3% were female.

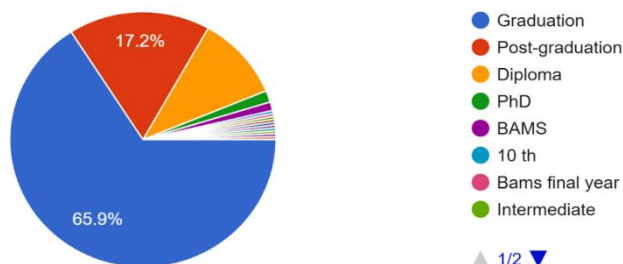
4. Gender लिंग
273 responses



3. Pie chart showing the education wise distribution of registered cases

The maximum number of participants 65.9% were Graduate followed by 17.2% were post-graduate.

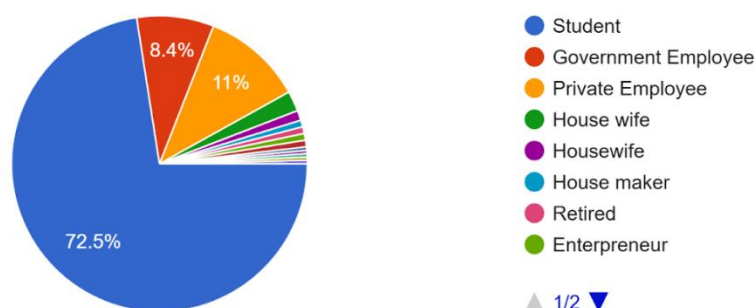
5. Education शिक्षा
273 responses



4. Pie chart showing the occupation wise distribution of registered cases

The maximum number of participants 72.5% were students followed by 11% were Private employee and 8.4 % were Government employee.

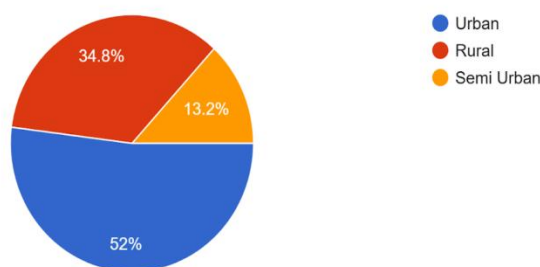
6. Occupation व्यवसाय
273 responses



5. Pie chart showing the resident wise distribution of registered cases

The maximum number of participants 52% were belong to urban area followed by 34.8% were residing at rural area.

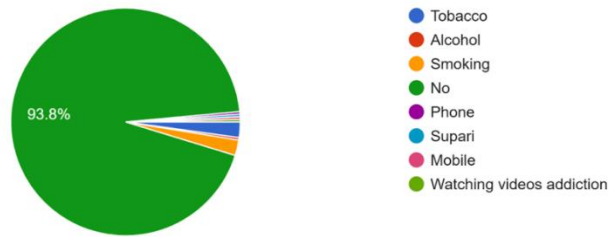
7. Residing at निवास
273 responses



6. Pie chart showing the other Addiction wise distribution of registered cases

The maximum numbers of participants (93.8%) have no other addiction.

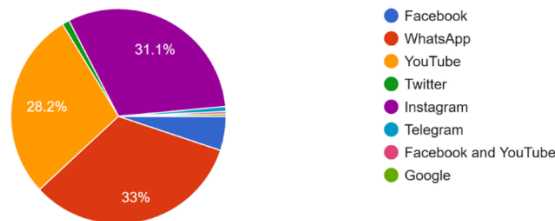
8. Addiction लत
273 responses



7. Pie chart showing the commonly used media platform wise distribution of registered cases

The maximum number of participants 33% commonly used media platform was whatsapp followed by 31.1% Instagram and 28.2% Youtube then Facebook.

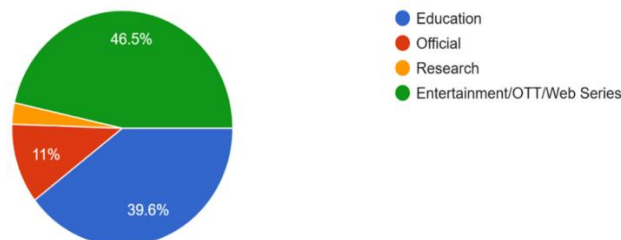
9. Commonly used social media platform by you आम तौर पर इस्तेमाल किया जाने वाला सोशल मीडिया प्लेटफॉर्म
273 responses



8. Pie chart showing the purpose wise use of social media app distribution of registered cases

The maximum number of participants 46.5% used social media app for Entertainment/OTT/ web series followed by 39.6% for educational purpose.

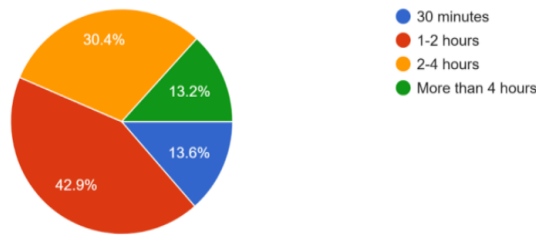
10. Purpose of using social media app सोशल मीडिया ऐप का उपयोग करने का उद्देश्य
273 responses



9. Pie chart showing the time spend on social media wise distribution of registered cases

The maximum numbers of participants 42.9% spend the time 1-2 hours on social media everyday for watching videos/reels followed by 30.4% spend 2-4 hours and 13.2% spend more than 4 hours.

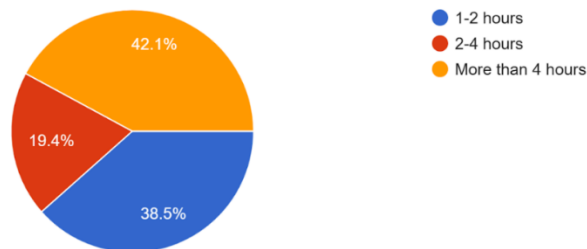
11. How much time do you spend on social media every day for watching videos/ reels (you tube, facebook, Instagram, others) आप वीडियो / रील (यू ट्यूब, फेसबुक, इंस्टाग्राम, अन्य) के लिए हर दिन सोशल मीडिया पर कितना समय बिताते हैं।
273 responses



10. Pie chart showing the time distribution with family and friends of registered cases

42.1% participants spend more than 4 hours with family/ friends without social media followed by 38.5% spend only 1-2 hours.

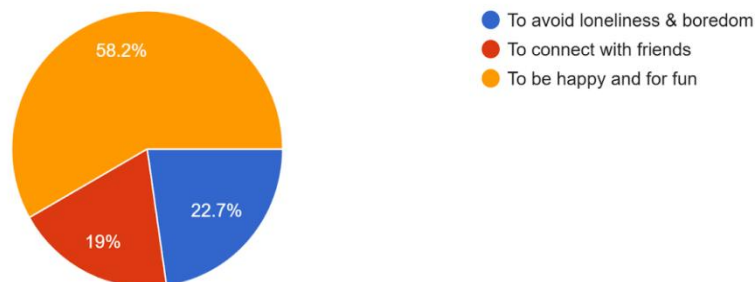
12. How many hours you spend with family/friends without social media आप सोशल मीडिया के बिना परिवार/दोस्तों के साथ कितने घंटे बिताते हैं
273 responses



11. Pie chart showing the spend time on social media of registered cases

The maximum numbers of participants 58.2% spend time on social media to be happy and for fun followed by 22.7% to avoid loneliness and boredom.

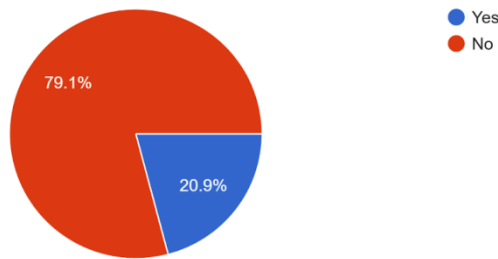
13. Why do you spend time on social media. आप सोशल मीडिया पर समय क्यों बिताते हैं।
273 responses



12. Pie chart showing the feeling on unable to use of registered cases

20.9% participants feel irritability/ anxious/angry when unable to use social media.

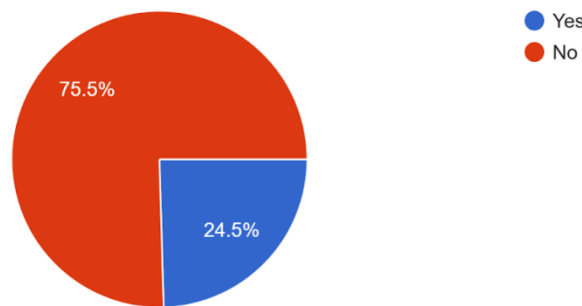
14. Do you feel Irritability/anxious/ angry when unable to use social media क्या सोशल मीडिया का इस्तेमाल न कर पाने पर आपको चिड़चिड़ापन/चिंता/गुस्सा महसूस होता है
273 responses



13. Pie chart showing the effect of long use of social media on relation of registered cases

24.5% participants accept that relation with family members or friends are affected due to long use of social media.

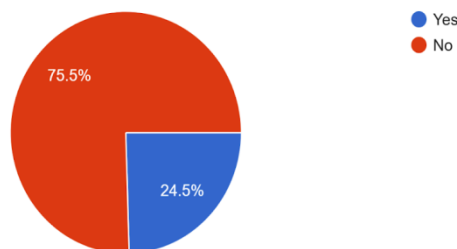
15. Is your relation with family members or friends affected due to long use of social media क्या सोशल मीडिया के लंबे इस्तेमाल की वजह से आपके परिवार के सदस्यों या दोस्तों के साथ संबंध प्रभावित होते हैं
273 responses



14. Pie chart showing the unable to give proper time to family and friends of registered cases

24.5% participants accept that they are unable to give proper time to family and friends due to long use of social media.

16. Are you unable to give proper quality time for family and friends due to long use of social media क्या सोशल मीडिया के लंबे इस्तेमाल की वजह से आप परिवार और दोस्तों को उचित समय नहीं दे पाते हैं
273 responses

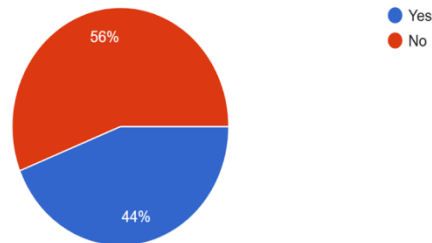


15. Pie chart showing the frequency of other addiction reduced due to social media of registered cases

44 % participants feel that frequency of other addiction is reduced due to social media.

17. Do you feel that frequency of other addiction is reduced due to social media आपको लगता है कि सोशल मीडिया की वजह से अन्य लत लगने की आवृत्ति कम हो गई है

273 responses

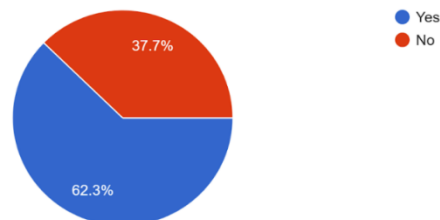


16. Pie chart showing the social media use has negative impact on health of registered cases

The maximum number of participants 62.3% feel that social media use has negative impact on their health (Physical health Mental health Both).

18. Do you feel that social media use has negative impact on your health-(Physical health, Mental health and Both). क्या आपको लगता है कि सोशल मीडिया के उ...ा है- (शारीरिक स्वास्थ्य मानसिक स्वास्थ्य या दोनों)।

273 responses

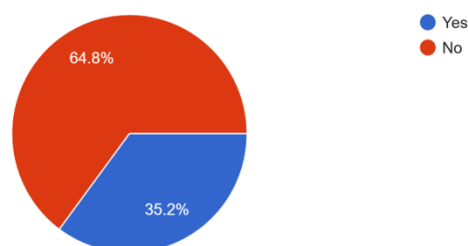


17. Pie chart showing escape from social family or friend gathering of registered cases

35.2% participants avoid social/family/friends gathering or parties.

19. Do you avoid social/family/friends gathering or parties क्या आप सामाजिक/पारिवारिक/दोस्तों के साथ या पार्टियों से बचते हैं

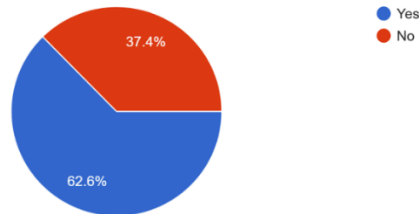
273 responses



18. Pie chart showing knowledge about social media addiction of registered cases of

The maximum numbers of participants 62.6% accept that they have Knowledge about social media addiction and its treatment.

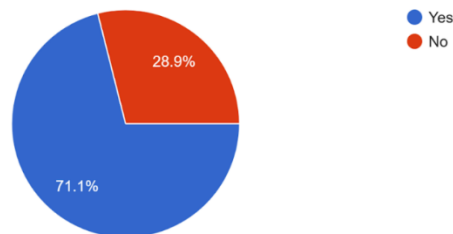
20. Do you have Knowledge about social media addiction and its treatment - क्या आपको सोशल मीडिया की लत और इसके उपचार के बारे में जानकारी है
273 responses



19. Pie chart showing the awareness of Ayurveda for mental health of registered cases

The maximum numbers of participants 71.1% are Aware about Role of Ayurveda for your mental health.

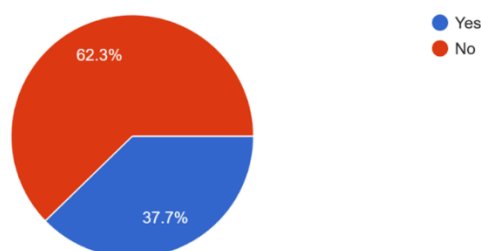
21. Are you Aware about Role of Ayurveda for your mental health क्या आप अपने मानसिक स्वास्थ्य के लिए आयुर्वेद की भूमिका के बारे में जानते हैं
273 responses



20. Pie chart showing the willing to take advice for social media addiction of registered cases

The maximum numbers of participants 62.3% don't want to take advice/ counseling/ therapy/ consultation for social media addiction and 37.7% want to take advice/ counseling/ therapy/ consultation for social media addiction.

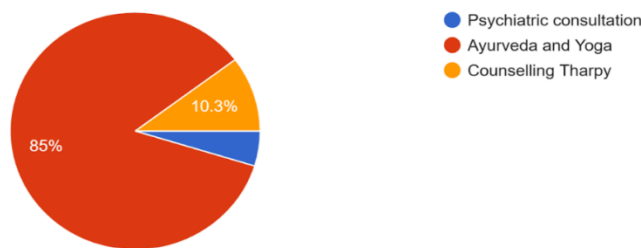
22. Do you want to take advice/ counseling/ therapy/ consultation for social media addiction क्या आप सोशल मीडिया की लत के लिए सलाह/परामर्श/थेरेपी/परामर्श लेना चाहते हैं
273 responses



21. Pie chart showing the treatment interest for social media addiction of registered cases

The maximum numbers of participants 85% would prefer Ayurveda and Yoga treatment for their social media addiction.

23. Which mode of treatment would you prefer for your social media addiction- आप अपनी सोशल मीडिया की लत के लिए किस उपचार पद्धति को पसंद करेंगे-
273 responses



Discussion- Out of total sample of 273 participants 55.7% were male and 44.3% were female. Some Earlier research studies show that there is no positive association in between gender and cell phone usage.[8] However, a few Indian researchers suggest that phone usage was higher among males than the females.[9,10]

The maximum number of participants were observed in the age group of 18--25(57.1%), the maximum number of participants 72.5% were students and 65.9% were Graduate. This is student age group of graduation and few Studies state that young adults 18-25 never switched off their cell phones and it increases as the age advances till 35 years. [11]

Present study shows that the commonly used social media platform are WhatsApp, Youtube, Instagram and Facebook and 46.5% participants used social media app for Entertainment/OTT/ web series followed by 39.6% for educational purpose and 13.2% participants spend more than 4 hours. 38.5% participants spend only 1-2 hours with family and friends. 58.2% spend time on social media to be happy and for fun. Earlier

study shows that social media sites may be one of the reasons for the excessive use of smart phones by the adolescents. [12]

20.9% participants feel irritability/ anxious/angry when unable to use social media and 24.5% participants accept that relation with family members or friends are affected due to long use of social media and unable to give proper time to family and friends due to long use of social media. It shows behavioral/ technology addiction towards mobile phones and social media. [13, 14]

44 % participants feel that frequency of other addiction is reduced due to social media. It may be a positive impact to reduce substance addiction like tobacco, alcohol, smoking etc.

62.6% participants have knowledge about social media addiction and its treatment. 71.1 % participants are aware about role of Ayurveda in mental health. 85% participants prefer Ayurveda and Yoga for the treatment of social Media addiction. This study shows that awareness towards Ayurveda is increased today and society shows positive attitude towards Ayurveda and prefer to take Ayurveda for mental health.

Psychoanalytic Approach of Ayurveda for De-addiction

All the Mental functions are basically performed in three steps at the level of conscious, subconscious and unconscious mind.

1. Cognitive phase (Thought) of mental functions- **Mana, Buddhi, Sangyagyan, Smriti (Conscious mind)**

2. Affective phase (Emotions) of mental functions- **Sangyagyan, Smriti,**

Bhakti and sheela) Subconscious mind

3. Behavioral phase (Actions) of mental functions- **(Cheshta & Achaar) Unconscious mind**

Social Media addiction may be defined as Behavioral phase mental dysfunction which comes under Cheshta and Achaar vibhram in Ayurveda. There are four basic constituents for mental level i.e., sensory & motor organs (indriyas), their objects (indriyarthas), sattva (mana) & buddhi. Chakrapani says that aharcheshta and acharcheshta both are basic necessitate for maintaining physical and mental health (Chakrapani Ca.su.8/1-2).

The Ayurvedic plan for De-addiction depends upon following things:

1. Ahara cheshta (food habits- what, when and how)
2. Achaar Chesta [Behavioral phase (Actions) of mental functions]
3. Satmaindriyarthasamyoga
4. Use of sadvritta
5. Use of achar rasayana
6. Prakriti specially manas prakriti
7. Medhya Rasayan with other medicines
8. Panchakarma Therapies with Satvaavajay Chikitsa

Conclusion- Ayurveda gives more emphasis on the examination of any

mental patient in the aspect of eight mental faculty i.e., mana, buddhi, sangyagyan, smriti, bhakti, sheela, cheshta and achara. (Ca.Vi.7/5). In swasthadhikar Chakrapani says that aharcheshta & acharcheshta both are basic necessitate for maintaining physical & mental health. In which mental health is indirectly depend upon aharcheshta and directly depend upon acharcheshta. Indriyopkramdiya, Sadvritta, Achar Rasayana and Manas Prakriti with other contributing factors are included in acharcheshta. So these play an important role in the prevention and treatment of mental illness. This survey study shows that our society is aware about social media addiction and its impact on physical and mental health and it shows positive attitude towards treatment of addiction with the help of Ayurveda and Yoga. This is the time to explore Ayurvedic principles for the De-addiction of social media users as well as for mental health. Need of this Tech era is to develop Ayurvedic psychiatry which would be helpful to our society.

Source of Support: Nil

Conflict of Interest: None

Acknowledgments: The authors extend special thanks to Dr. Bipin Mishra, Associate Professor, Department of Roganidan and vikriti vigyan, Swami Kalyandev Government Ayurvedic Medical College Muzzafar Nagar, Uttar Pradesh, for helping in framing and circulating the questionnaire. Dr. Durga Prasad Das, Associate Professor, Department of Basic Principles, Government Ayurvedic Medical College, Atarra, Banda, Uttar Pradesh for giving their valuable suggestions during the study. Authors are also grateful to all the subject experts who spend their valuable time for developing questionnaire and all

the participants who participated in this survey.

Criteria for inclusion in the authors'/ contributors' list-

1. Author 1-

- a. Literature Review
- b. Introduction, Methodology, framing of questionnaire
- c. Discussion and conclusion

2. Author 2-

- a. Reframing and finalizing the questionnaire
- b. Observation and Result
- c. Framing of chart and proof reading of article.

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Conflict of Interest: Non

Source of funding: Nil

Cite this article:

“Survey based observational Study to Know awareness and Attitude towards social media addiction and Ayurveda with its role in De- addiction. ”

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Ayurline: International Journal of Research In Indian Medicine 2025; 9(4):01- 13

