THE SOCIAL NETWORKS: NEW CHALLENGE OR NEW ADDICTION?

Annalisa Colucci

Nursing Home "Santa Filomena", Mugnano del Cardinale, Italy

SUMMARY

The reality of Social networks provides a fascinating and enhancing opportunity to understand the issues and life dynamics of generations of pre-adolescents and adolescents; This study has matured over three years of work in the schools of Campania (southern Italy), observing all the provinces, with a predominance of those of the Neapolitan territory. It has been found that the language of the boys finds its maximal expression in using social media to share, exhibit, and tell their experience of living every day their daily lives, with a high probability of encountering very interesting pitfalls and dangers... because they are "children" of a period when to exhibit themselves is in accordance with current fashion. These dangers and pitfalls are amplified by simply sharing, and sharing this work with professionals has helped to better monitor some contexts and difficulties which have emerged with difficulty and have helped to shed light on more specific and authentic issues regarding this reality.

Key words: social network - Internet addiction - grooming (enticement) - consequences

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INTRODUCTION

In this study the Italian reality is presented, namely a more accurate and comprehensive view of the teenagers of the southern Italian territory. Collecting data from a large portion of adolescents of Campania, Italy, there was a great physical and emotional involvement of students, teachers and parents. It was found that there is a new category of behaviour related to addiction, through the exchange of information in the network, that is a versatile, fascinating and dangerous language, because the network is a source for everyone, but, also a cause of dangers, pitfalls and traps from which escape is complex.

"Social networks... new challenge, new change... or new addiction?"

During these three years of "knowledge" of the social problems in Campania, Italy, through meetings, but also conferences and seminars in schools, it was established that the visited educational institutes convey in the same modalities of behavioural risk both for boys and adults, particularly in a not-always-understandable communication, since there is not any link between the different generations.

Analysed topics, problems and finally the interface with students, parents and teachers reiterated very clearly some previously reported studies.

METHODS

Presentation of the team, made by specialists of "network" (psychologist, security force specialized in communication and difficulties in the network), in which it is a purely cognitive exposure of the problematic situations; *fact-finding questionnaire* (questions related to competency, experience of social, a use considered "conscious and safe" with examples of peers involved in risky activities for themselves and others); this questionnaire assesses the degree of knowledge and network sharing by teens (from 10 to 18 years of age) (Padrini 2006).

After watching some movies, which clarify the importance and effectiveness of "mirror neurons", the Gallese's study (2006) and their functionality. Mirror neurons are a class of neurons that when selectively activated both when an action is performed and when it is observed, they activate areas that allow both the observer that the person observed to perform the same action. In fact, many teenagers talk about episodes of "*emulation*", or "*popularity syndrome*" just to be part of a role-playing game which seems important to them; various risk situations have emerged in the network in which most of their kids are involved. They often expose their private aspect, without understanding the real unknowns they will face. The overwhelming difficulty is related to the comparison with "digital-immigrant" adults because they are less experienced with technology and prepared to "veiled" damage on the network than teens.

Sharing through "focus groups" or stories where the kids leave freedom and space to their thoughts, fears and uncertainties, has created effective and synergistic action to the work, making them understand the real difficulties, but creating a communicative space in which to compare one another (Table 1).

CONFIRMING THE PROBLEMS

Internet addiction

Waking up in the morning to check who is online or if someone has "posted" or "shared" or commented photos... Addiction has been defined as a persistent behavioural pattern characterized by: a desire or a need to

Table 1. It shows not only the growth in relation to the request, but also the required training experience and the great involvement which has led to a major success

Academic year	Students (numbers)	Schools (numbers)	Insegnanti (numbers)	Genitori (numbers)
2013/2014	8000	62	120	500
2014/2015	7502	54	653	667
2015/2016	30975	228	2665	2033

continue the activity which places it outside the voluntary control, psychological dependence on the pleasant effects of activity and the effect on individual and society. The addiction has the same uncontrollable and excessive dependence on chemical substances, such as alcohol and drugs (Bouna-Pyrrou 2015). In recent years, researchers, in some Neapolitan schools provided interesting data. The new Gambling Disorder was moved from the impulse control. One of the many studies about this topic is the book "Neuroni Specchio" (Mirror Neurons) (Gallese 1996) which explains that they are a class of neurons which are activated selectively when both are performing an action and observing while it is accomplished by others (in particular by conspecifics). The observer's "mirror neurons" (Giusti 2011, 2010) reflect what happens in the mind of the observed subject, as the viewer does the same action himself, as reported by interviewed students.

Sharing emotions on the network involves not only a new language, but also a *challenge* in which the digital-immigrant adults are not always able to access because they do not have proprioceptive abilities of new generations (Lewis 2014).

Intentional consonance

In phenomenological field, the inter-subjectivity is important; the consonance is the not-alienation from the actions, emotions or feelings that others experience, the world of others with ours. By mirroring and simulation mechanisms, the other is seen as "other self", this "mirror" character is sometimes synonymous with decoding of other people's feelings.

Embodied simulation

It is considered as a cognitive strategy that allows us to have experience of the other, Gallese (Gallese, 1998) talks about "*Cognitive multiple system*" (Sistema multiplo conoscitivo). Communication or understanding is made through the reciprocity of intentions. This leads to difficulties in the future of having to constantly "equalize" to what is served up continuously by social media, television sources, etc... different behaviors have led some boys to be victims of cyberbullying (Windley 2006, Wallance 2000, Suler 1999).

This leads to difficulties in the future to have constantly "equalize" to what is served up continuously by social, television sources, etc. Different behaviors have led some boys to be victims of cyberbullying (Table 2).

Table 2. Risky behavior (Carli 2013, Andreoli 2007, Ferree 2006, Cantelmi 2006, Cantelmi 2002)

Specific disorders (obsessive compulsive disorder)
Circadian rhythm compromise
Solipsism telematics
IAD (Internet Addiction disorder)
Relationship difficulties
H Syndrome (insulation to navigate)
Second Life (automatism, deprivation)
Depression
Real relationships, greater needs
Bullying, Cyberbullying

Work's feedback

In every school there have been awkwardness for rise circumstances, episodes in which there were a suspect linked to risky event for the teen. Almost every student has been contacted by a fake profile, probably a prank by other teens. The highest risk seems connected to grooming.

Grooming

Enticement, fascination of the multiple characters that are on the network. Multimedia techniques and psychological manipulation, the victim suffers the charm of a character, through the knowledge network and may incur as a harmful situation for himself or his family (Aboujaoude 2006) (Table 3).

Table 3. Idealization of the character (Abraham 2007)

6 phases
Selection of the victim
Creation of friendship
Creation of intimate relationship
Risk assessment
Exclusivity of the intimate relationship
Physical / Sexuality Relationship

CONCLUSIONS

Over the years my experience has had a huge response with optimal feedback; in each reality I have gained that the territory shapes and influences the growth of children, social networks are a great resource, but also a large container of deceit and even creators of "dependencies" which are now like "addictions to drugs''.

Acknowledgements:

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Correspondence:

Annalisa Colucci, MA
Via San Pietro, 27, Nola (NA), Italy
E-mail: alisa.colucci@hotmail.it