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# Understanding the Impact of Social Media on Cognition and the Emotional Aspects using IA Test

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### Abstract

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##### Abstract:

The use of social media is increased in day to day life. Social media is used for communication among people for business purpose, for sharing thoughts, photos, videos etc. This paper covers study of impact of social media on cognition and emotional aspects using internet addiction test. The database contains 20 questions related to use of internet in daily life. The questions are classified in four groups. Each group of questions contains some impact of cognitive and emotional features. Group I contains impact of expectancies, withdrawal features, Group II contains denial, craving features, Group III contains impulsivity, and annuity and Group IV contains obsessive preoccupation features. The database is collected for three different age groups of male and female namely, 12-18, 18-24, 24-30. From result analysis we come know that, the users from 16-24 age groups are having more impact of cognitive and emotional features.

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Contents



### I. Introduction

Social media has provided new means of communication in the form of Social Networking Sites (SNS"s). SNS"s have enhanced beyond the channel of communication. The ever demanding need in various forms on internet, gave variations in the way an individual uses the SNS"s. The degree at which people use SNS"s has also tremendously increased due to handy availability on mobile or smart phones [1]. There are many such SNS"s available; the top 10 according to the survey is given below in the figure1.

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