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Diverse character of social networking sites allow to link people from different background with shared hobbies, religious or political views, but network can be based also on ties and acquaintances established outside the virtual world. There is an increasing discussion about the development of Internet-based addictions, which like other addictions, have roots in depression, impaired self-esteem and social anxiety. It all makes social networking sites an interesting object of research due to social, educational and economical impact as well as in terms of privacy and identity. It affects all users of the global network, regardless of gender or age.

The aim of the study was to mark the line between usage connected with duty and addiction.

The study was based on a questionnaire placed on popular websites in March-April 2013. The study involved 1248 respondents; 1115 of them had filled the survey completely. Questions were related to the types and frequency of specific activities undertaken by the private profiles of users.

There is a big difference between the addiction to the Internet and addictions existing within the Internet; the same pattern applies to social networking. Verification is necessary for a clear assessment of what people really get addicted to using their profiles, and how to construct a tool for evaluating each of the possibilities in a neutral way. There is a need to recognize the 'social networking' for a particular activity, irrespective of Facebook or any other network, which are commercial products.