INTRODUCTION

“Our technological powers increase, but the side effects and potential hazards also escalate”. --Alvin toffler

Cyber has revolutionized the living style and working style of the human being. It has reduced the man effort and time thus very beneficial to all for gaining knowledge as well as increase income at less input. It has ability to provide information within no time at the doorstep. The Internet is a global linking of computers that allows information transfer. The cyber was established in the early 1960s by the U.S. Department of Defence, primarily for military purposes. Since then, the continual improvement of the Internet technology has provided an extraordinary level of public accessibility to a wide range of forms of communication, e.g. intra-organisational and inter-organisational email; data storage, management and transfer; social websites like Facebook; text messaging such as Twitter, and so forth.

Computers are considered to be one of the greatest discoveries of the 20th century. As time goes on, computers have become more and more important in our lives. We use computers at school, at home, and at work and most of us can’t imagine life without them. Although computer use has become an everyday activity in our lives, its excessive use can have negative effects such as failure in our relationships, school-work and responsibilities.

Cyber has made everyone’s life very easy and simple as we no longer need to go outside for paying bill, shopping, seeing movie, business, transactions etc. It has been an essential part of our life means we can say that without it we face lots of problems in our daily lives. Since that time, there has been remarkable growth in the Internets functionality, capacity, accessibility and convenience. These improvements have encouraged more people to use it more often, and it has become a powerful application in modern society. As of 2010, 28.7% of the world's population used Internet services (Internet World Stats, 2010b). The Internet is a massive, computer-linked network system used globally to access and convey information, either by personal or business computer users; it is also used for communication, research, entertainment, education and business transactions. Today, the Internet can link all online computers so that people can use it to communicate throughout the world.

The use of the internet has become essential to today’s world with the availability of all types of information found at the click of a computer mouse. For adolescents the
internet can help with schoolwork, but it also provides a platform for communication and entertainment with the world. Because relationships, information and gaming are readily available, it is possible for adolescents to become addicted to the internet and what it offers. There are many benefits associated with Internet use, such as access to needed information, worldwide access to news and events, and interpersonal communication through email. However, along with the phenomenal growth of the Internet and its use, there has been a growing concern worldwide regarding the risks associated with Internet over-use.

Information presented by words and figures in books can be preserved for a long time. Furthermore, books and newspaper can be read at any time without worrying the electric power runs out. The greatest benefit of radio is that it's really flexible on listening. No matter what you are doing, cooking or driving, you still can listen to broadcast on the radio at the same time. After its invention, television replaced all the other old media to stand the major position in communicating. Television combines the property of vision and audition to provide all kinds of messages to the public. After that all inventions there was a huge invention by Charles Babbage, and it was Computer, by the properties of accuracy, versatility, quickness it had made a huge influence in communication. Still it influencing comparing radio and television, the majority of people find books less attractive which are presented in static descriptions.

Internet addiction as though chemical addictions, is defined as non-chemical addictions or with a more familiar term known as behavioral addictions. It is a continuous disease in a long run and has become an issue to the Internet users. Internet addiction has become a serious public health concern in many countries and it will be considered as a cause of mental disorder in the upcoming revision of the Diagnostic and Statistical Manual of Mental Disorder 5th Edition (DSM-V). The cyber has a disturbing potential to negatively affect many aspects of children’s healthy development, including weight status, sexual initiation, aggressive feelings and beliefs, consumerism and social isolation. Media also has potential for positive effects on child health. We need to find ways to optimize the role of media in our society, taking advantage of their positive attributes and minimizing their negative ones. The ultimate goal is to reach youth with positive messaging. Embracing media rather than trying to counteract it promises to be an effective tool in shaping the behavior of children.

The cyber has become one of the most important information resources for adolescents. However, addiction to the Internet can also have a negative impact on academic
performance, family relationships, and emotional state in adolescents. This phenomenon has been described as Internet addiction or problematic Internet use and classified as a possible behavior addiction. Previous reports found that 1.4% to 17.9% of adolescents have Internet addiction in both Western and Eastern societies, and this high percentage led Block to argue that Internet and gaming addictions should be added to the fifth edition of the *Diagnostic and Statistical Manual of Mental Disorders*. Identification of the risk factors for Internet addiction is therefore of clinical significance for the prevention of, and early intervention into, Internet addiction in adolescents.

It is believed that the Information technology advancement with the invention of mobile phone and services of Internet has not only affected the reading practices but reading choices as well. The Internet has become the World Bank of information containing information on any field of knowledge. It contains a wide range of information sources from the online versions of print equivalents to born digital sources, image galleries to multimedia reference works, bibliographic indexes to full text databases, plain text to digitized facsimile, primary to tertiary documents, local to global and commercial to open access sources.

**NEED FOR THE STUDY**

Adolescents are more vulnerable to cyber addiction than adults, and the social performance, psychology, and lifestyle habits can be affected by this addiction. This is the age group where they struggle with issues of independence and self-identity. It is often said that the teenage years are the “best years of one’s life”. Numerous cross-sectional studies have shown that cyber addiction has an adverse effect on several lifestyle-related factors in adolescents; it can result in irregular dietary habits, extended periods of time spent on the Internet, physical inactivity, short duration of sleep, and increased use of alcohol and tobacco. Some studies have reported that the change in lifestyle-related factors caused by heavy Internet use could have an adverse impact on the growth and development of Internet addicts.

There has been an explosive growth in the use of cyber not only in India, but also worldwide in the last decade. There were about 42 million active cyber users in urban India in 2008 when compared to 5 million in 2000, as reported by cyber association of India, I-Cube 2008 study. India now has the world's third-largest national digital population, with approximately 120 million cyber users in 2011. The number of cyber users in India has grown five-fold since 2017. Cyber usage is growing at the rate of
nearly 85% per annum, with nearly 75% of nonvoice usage being devoted to entertainment, where video and music streaming are major growth activities.

The study questionnaire was administered in two medical colleges and responses were obtained from 211 medical students. Among these 121 (57.2%) were females and 90 (42.8%) were males. Data were collected during routine clinical postings or practical hours. The mean age of the students was 19.9 years. The subjects belonged to different levels of medical course. Using Young's original criteria, the users were divided into groups as average users (64.4%), possible addicts (11.8%) and addicts (0.4%). The internet usage was less than an average user in 23.2% of medical students. In our study, moderate users and the possible addicts used the internet mostly for social networking (59.7%), downloading media files (18.9%), and online gaming (12.3%) when compared to academic purpose (0.1%), which was essential for medical students.

India is a developing country that is embracing technological growth at a pace faster than ever. Bengaluru is considered its IT and education hub. The understanding that Internet use can be a disorder is still in its initial stages in India, and excessive Internet use is an emerging public health issue as research findings have highlighted that excessive use of the Internet adversely affects one's physical and mental health and social well-being. There are very limited studies establishing the prevalence of Internet addiction in Bengaluru. Globally, a number of studies have tried to analyze similar risk factors associated with Internet addiction, and the results of this study provide evidence to support the findings of prior research from an Indian context. This study's results imply that Internet addiction is a prevalent public health issue, having multiple risk factors and varied patterns of Internet use, in a place where the Internet is becoming an inclusive component of an individual's personal and social life. The need of the hour is to create awareness among the public, plan public health policies with regard to this behavioral addiction, and conduct further research to support the same.

Cyber addiction can be a significant threat to one's health and social well-being in that it enforces antisocial behavior. The addiction can lead to the inability to communicate in the real world by depriving the addict of the daily practices involved with interpersonal communication. The act of using facial expressions or certain gestures to relay intended emotion or emphasize meaning decline as the addict substitutes keystrokes resembling smiley faces, or avatars. Socially, subjects become more inclined to develop personality disorders in which they identify more with their Internet representation than their real-
life persona. Ultimately, an addiction to the Internet can cripple one's ability to maintain a healthy social life.

“Repetitive Internet use leading to abnormal behaviour which causes negative consequences to its users or others in the community in any way, such as psychological, physiological, behavioural, sociological or other important functional impairments”.

In 2010, the world’s Internet use was 28.7% of the population. While this may not seem like a very large portion of the world’s population, the growth in the use of the Internet has been dramatic. Between 2000 and 2010, the rate of growth of Internet use was 444.8%. In recent years, the number of Internet users has increased worldwide. In 2011, 30.2% of the world’s population were Internet users (2,095 million). Of those, 44% were in Asia, 22.7% were in Europe and 13% were in North America.

Despite the changing environment and the multitude of monitoring devices available to parents, they generally feel that their child is safe online and believe they are knowledgeable about how to protect their child’s safety and privacy on a computer. Certain online activities pose a greater concern to parents, including children viewing sexually explicit information or pictures, or communicating with strangers online, but nearly all report that they have had a conversation with their child about how to be safe online and have rules or limits in place in their household to help keep their child safe online. More than half of the parents surveyed also report using parental control technologies to monitor their child’s online activities.