


Chapter 2


Unraveling Internet Addiction: Clinical Perspectives, Implications, and Interventions

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ABSTRACT

Internet addiction (IA) is a growing public health concern, particularly among adolescents and those with psychological vulnerabilities. As digital connectivity expands, excessive internet use is linked to social isolation, mental health issues, and cognitive impairment. This chapter explores the demographic, psychological, and environmental factors contributing to IA, emphasizing impulsivity, emotional distress, and social influences. It examines IA's neurobiological basis, drawing parallels with substance use disorders, focusing on dopamine dysregulation and reward processing. Cultural perspectives show how societal norms and technology access shape IA prevalence. Peer pressure, family dynamics, and socioeconomic disparities are analyzed as risk factors. Effective treatments are reviewed, including cognitive-behavioral therapy (CBT), motivational interviewing (MI), family ther-

DOI: 10.4018/979-8-3373-0518-9.ch002

apy, and exercise-based interventions. The chapter highlights relapse prevention, advocacy, and policy recommendations to promote responsible technology use and support affected individuals.

CHAPTER OVERVIEW

Internet addiction (IA) has emerged as a significant public health concern, particularly among vulnerable populations such as adolescents and individuals with pre-existing psychological conditions. As digital connectivity continues to expand, excessive internet use has been linked to negative consequences, including social isolation, mental health disorders, and impaired cognitive and emotional functioning. This chapter explores the demographic, psychological, and environmental factors contributing to IA, highlighting the role of impulsivity, emotional distress, and social influences in the development of compulsive internet use.

The chapter also examines the neurobiological underpinnings of IA, drawing parallels between internet addiction and substance use disorders, with a focus on dopamine dysregulation and altered reward processing. Additionally, it explores cultural perspectives on IA, illustrating how societal norms, values, and access to technology influence attitudes and prevalence rates across various populations. The impact of peer pressure, family dynamics, and socioeconomic disparities on the risk of IA is analyzed, emphasizing the need for tailored interventions.

Treatment approaches, including cognitive-behavioral therapy (CBT), motivational interviewing (MI), family-centered therapy, and exercise-based interventions, are explored as effective strategies for mitigating symptoms of IA. The chapter further underscores the importance of relapse prevention, community outreach, and advocacy in addressing the broader implications of IA. By fostering awareness and promoting evidence-based interventions, this research aims to inform policies and therapeutic strategies that support individuals struggling with internet addiction while encouraging responsible technology use in an increasingly digital world.

UNRAVELING INTERNET ADDICTION: CLINICAL PERSPECTIVES, IMPLICATIONS, AND INTERVENTIONS

In recent years, internet addiction (IA) has become an increasingly significant issue, reflecting the rapid advancement of technology and the deep integration of the internet into our daily lives. The exponential growth of digital connectivity and online platforms has transformed social interactions, educational practices, and

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