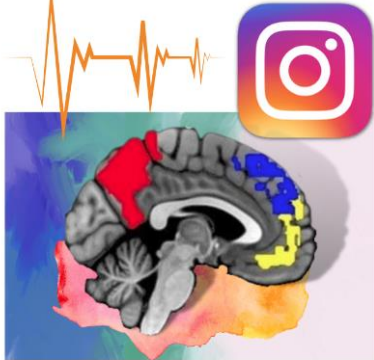


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ASSOC. PROF. DR SUBAPRIYA SUPPIAH



INSTAGRAM
Addiction seen on
fMRI brain
Is it all in the mind?



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This book talks on how Instagram addiction can be shown on brain imaging using functional MRI. Instagram is very useful in our everyday life activities and has become one of the top social media applications used by millions worldwide. It provides a platform for sharing, networking and entertainment. Nevertheless, there is a dark side to it. Addiction occurs when someone is overly preoccupied with their object of interest until it causes impairment of functions of daily living and deterioration from previous levels of performance. Most people know about the physical effects of addiction, namely headache, neck stiffness, sleeplessness, drowsiness, lack of attention and focus on studies or work, among others. Little is known that addiction can lead to changes in the brain. The neurobiology of addiction is explained in this book and takes the reader on a journey into the brain to explore how real this addiction is. This book provides insights into why the addicted person finds it difficult to avoid the object of addiction and continues to seek it despite the ill effects. Some recommendations are provided on how to avoid or overcome social media addiction.

For those interested to order this book, please click or scan the following QR code:



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