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SOCIAL MEDIA ADDICTION AND HUMAN DEVELOPMENT PROCESS: A THEORITICAL APPROACH

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ABSTRACT

Social media has ingrained itself into the daily lives of millions of people globally in recent years, especially among teenagers and young adults. Social media's introduction has opened up new channels for socialization, self-expression, and communication. It creates a worldwide community that cuts beyond national borders by providing opportunities for everyone to connect. Interpersonal communication and information availability have also changed as a result of the emergence of social media platforms. Even if these platforms provide advantages like community development and connectivity, overuse carries risks. Social media addiction has become a serious issue, especially for younger people. Overuse and obsessive use of social media platforms that has detrimental effects on one's social and personal well-being is a general definition of social media addiction. A complex process, human development includes social, emotional, cognitive, and physical development throughout the course of a lifetime. Through the integration of important theories, stages, and growth-influencing elements, this research paper offers a thorough examination of human development. By examining previous research and empirical studies, this study aims to comprehend how social media use impacts developmental stages from childhood to adulthood and the possible long-term effects. It also examines the idea of social media addiction and human development and the relationship between social media addiction and the human developmental process.

Key words: Social Media, Social Media Addiction and Human Development

INTRODUCTION:

Digital platforms that enable users to create, share, and exchange material are referred to as social media. In other words we can say that the term "social media" describes online communities that allow users to create, share, and interact with material. These platforms remove conventional barriers to communication by allowing people and organizations to engage, communicate, and interact with one another in real time. Social media is fundamentally a collection of websites and applications, including well-known sites like Face book, Instagram, LinkedIn, TikTok, Snap chat, and Twitter. Every platform caters to a variety of audiences and has distinct functions. LinkedIn, for example, is focused on professional networking and career advancement, whereas Instagram concentrates on visual material, enabling users to share images and videos. The origins of social media can be seen in the early years of the internet, when chat rooms and forums functioned as forerunners to contemporary platforms. Friendster's 2002 launch signaled a major turn towards social networking, and MySpace, which let users customize their accounts, came next. The launch of Face book in 2004 transformed online social interaction by offering features that encouraged connectedness and an intuitive user interface.

Social media has changed the way people interact with one another. It promotes a sense of community and belonging by enabling video calls, instant messaging, and the exchange of multimedia material. Beyond national borders, users can connect with friends, relatives, and like-minded people worldwide. As demonstrated by initiatives like Me-too and Black Lives Matter, where social media provided a forum for awareness-raising and mobilization, this interconnectedness has also strengthened movements for social change. Social networking is now a crucial marketing tool for companies.

Social media's ascent is not without difficulties, though. Concerns about privacy, cyber bullying, false information, and hate speech have all grown commonplace. Numerous sites offer anonymity, which might encourage harmful behavior and a lack of responsibility. Echo chambers can also be produced by algorithms that select information according to user preferences, limiting exposure to different viewpoints and strengthening preexisting prejudices. Impacts on mental health are a serious worry as well. In addition to promoting relationships, social media, especially for younger users, can exacerbate feelings of inadequacy, anxiety, and loneliness. Self-esteem problems and harmful comparisons might result from the urge to project a perfect, idealized picture of life. Social media is still developing in spite of these obstacles.

OBJECTIVES

- Describe social media addiction and human development.
- To assess the psychological and social components creating to social media addiction.

- To describe the phases of development from infancy to adulthood.
- To investigate how human development is influenced by biological, psychological, and social variables.
- Explain the effect of social media addiction on human development.

SOCIAL MEDIA ADDICTION:

In today's digital world, social media addiction is becoming a bigger problem that affects people of all ages. Even though social media has many positive aspects, its addictive potential can have serious detrimental effects on relationships, mental health, and general quality of life. Building a more positive connection with social media requires an understanding of the symptoms, causes, and effects of social media addiction. People can improve their wellbeing and recover control over their social media use by adopting moderation techniques and looking for support. Social media has completely changed how people connect, communicate, and consume information during the past 20 years. Through social platforms, users may share their interests, opinions, and lives with a worldwide audience. Although there are many advantages to these platforms, such improved communication and information availability, there are drawbacks as well, like the possibility of addiction.

The phrase "social media addiction" describes a kind of behavioral addiction that is typified by obsessive use of social media platforms that significantly affects a person's ability to function in important spheres of their lives, such as interpersonal relationships, academic or professional performance, and physical health. Addiction to social media is comparable to other behavioral addictions like video gaming or gambling. Frequently, it entails an obsessive compulsion to utilize social media, which is typified by:

- ❖ **Overspending:** Users frequently sacrifice other activities to spend hours writing updates, skimming through feeds, or interacting with material.
- ❖ **Ignoring Responsibilities:** It is typical to put social media engagements ahead of work, school, or interpersonal connections.
- ❖ **Emotional Dependency:** People who depend on social media for approval may experience mood swings as a result of online interactions like likes and comments.
- ❖ **Withdrawal Symptoms:** When people are unable to access their social media accounts, they may exhibit symptoms of anxiety, irritation, or depression, much like with substance addiction.
- ❖ **Persistent Use despite Adverse Effects:** Users frequently find it difficult to reduce their use of social media, even when it results in problems like diminished productivity, damaged relationships, or low self-esteem.

Stated differently, excessive and compulsive usage of social media platforms that negatively impacts a person's social, professional, and personal life is known as social media addiction. It is comparable to other behavioral addictions, such internet and gambling addiction, and is frequently accompanied by symptoms like tolerance, withdrawal, and relapse.

KINDS OF SOCIAL MEDIA ADDICTION:

Different varieties of social media addiction can appear, each with its own unique motivations and behavioral patterns. To address the underlying problems and provide focused remedies, it is essential to comprehend these kinds.

- 1. Passive Consumption Addiction:** The obsessive scanning and browsing of social media feeds without any active participation likes, comments, or shares is referred to as passive consumption addiction.

Functions

- The excessive amount of time users spend passively absorbing content frequently leads to sentiments of discontent and boredom.
- Frequently seen on sites like TikTok and others.

Psychological Impact- Users who compare themselves to carefully manicured lives may experience feelings of inadequacy. Social comparison has been linked to elevated anxiety and sadness.

- 2. Engagement Addiction:** An obsessive drive to engage with material through likes, shares, comments, and other means is known as engagement addiction.

Functions

- People feel obliged to reply to updates and posts.
- If notifications are not addressed right away, they can cause worry.
- Typical on social media sites like Face book and Twitter.

Psychological Impact- An increased sense of pressure and a desire for immediate satisfaction. The strain of upholding an online image can result in stress and burnout.

- 3. Social Validation Addiction:** The main focus of this kind of addiction is using social media interactions to get other people's acceptance and validation.

Functions

- Likes and comments are frequently used by users to determine their own value.
- The need for approval and recognition from others motivates behaviour.

Psychological Impact- Heightened anxiety and depressive symptoms when there is a lack of affirmation. It can lead to low self-esteem and a skewed perception of oneself.

- 4. Fear of Missing out Addiction (FOMO):** The hallmark of FOMO addiction is an intense need to remain active on social media in order to stay up to date on news, events, and trends.

Functions

- To keep up with friends and social events, users regularly check social media, which can cause compulsive behavior and interfere with everyday activities.
- Prevalent on all platforms, but especially prevalent among younger users.

Psychological Impact- Anxiety and discontentment with one's own existence have increased. It can result in rash actions and dangerous choices.

- 5. Content Creation Addiction:** The obsessive production and dissemination of content, frequently motivated by the need for exposure and interaction, is the focus of content creation addiction.

Functions

- Users devote a lot of time to writing blogs, videos, and postings; they are under pressure to keep up a steady online presence.
- Typical on sites like TikTok and YouTube.

Psychological Impact- Can result in creative exhaustion and burnout. Stress from having to create interesting stuff all the time.

SOCIAL MEDIA ADDICTION: DEMOGRAPHIC VARIATIONS:

Social media addiction is not a homogeneous condition; it differs greatly among various demographic groups. Three major determinants of addiction are age, gender and socio-economic status

Age	Gender	Socio-Economic Status
<p>Teenagers and young adults: Due to their desire for peer approval and social acceptance, this demographic is especially susceptible to social media addiction.</p> <p>Adults: Social media can help adults connect with others, but it can also lead to addiction, frequently through passive usage.</p>	<p>Addiction habits may vary by gender, according to research.</p> <p>Women: Frequently more involved in social validation and content production, which raises anxiety levels associated with social media use.</p> <p>Men: Men are more likely to engage in passive</p>	<p>Exposure to technologies and social media can differ among socio-economic categories, impacting addiction rates:</p> <p>Higher Socioeconomic Status: Increased use of social media and possible addiction might result from easier access to devices and the internet.</p> <p>Lower Socioeconomic Status: People who use social media as</p>

Elderly: Although less common, older folks who are looking for interaction and company may develop addictions	consuming, which can lead to feelings of discontent and boredom.	their main connecting tool may develop various addictions.
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SOCIAL MEDIA ADDICTION- IDENTIFYING AND TREATING:

The first step in treating social media addiction is recognizing its warning symptoms. Seeking assistance or putting moderation techniques into practice could be necessary if you or someone you know displays multiple of the previously listed symptoms.

- 1. Establish Limits:** You may foster a more positive connection with social media by setting out particular periods for use. Think about establishing and following daily usage restrictions.
- 2. Virtual detoxification:** You may restructure your relationship with social media by taking regular getaways from it. To evaluate your emotions without the continual barrage of internet content, think about taking a weekend or weeklong detoxification.
- 3. Seeking assistance:** Talking to friends or family about your experiences might help you stay accountable and get assistance. Joining support groups aimed at controlling screen duration and social media use is something to think about.
- 4. Put an Emphasis on Everyday life Relationships:** Making in-person contacts a priority can improve relationships and lessen the need on social media to provide social fulfillment.
- 5. Experienced Assistance:** If social media use has a major negative influence on mental health, you might want to consult a mental health specialist. Addressing underlying problems and creating healthier coping strategies are two benefits of therapy.

HUMAN DEVELOPMENT:

Human development is a complex process that includes people's physical, mental, emotional, social, and moral development over the course of their lives. To comprehend how people change from infancy to adulthood and beyond, this multidisciplinary field incorporates ideas from psychology, sociology, biology, and education. Human development is the process of increasing people's freedoms and opportunities while also improving their well-being.

THEORETICAL FRAMEWORK OF HUMAN DEVELOPMENT:

A number of ideas offer conceptual frameworks for comprehending human development:

Psychosexual Theory (Sigmund Freud): Sigmund Freud's psychosexual theory postulated that human development happens in phases, each of which is marked by a unique conflict. The oral, anal, phallic, latency and genital stages highlight how childhood experiences and unconscious urges shape an adult's personality.

Psychosocial Development (Erik Erikson): Eight phases of psychological development were introduced by Erik Erikson, who built on Freud's beliefs in this area. In order to build a healthy personality, people must overcome the crises that each stage provides.

Cognitive Development (Jean Piaget): Jean Piaget's theory of cognitive development focuses on the four stages of a child's cognitive development: sensory-motor, pre-operational, concrete operational, and formal operational. Every stage highlights the growth of logical thinking and abstract reasoning while reflecting a change in how kids view and engage with the environment.

Social Learning Theory (Albert Bandura): Bandura's theory highlighted the importance of modeling, imitation, and observational learning in development. This idea holds that children pick up behaviors from watching others, especially those who serve as role models in their life, and that this has a big impact on how they develop socially and morally.

Ecological Systems Theory (Urie Bronfenbrenner): In this theory, the intricate relationship between people and their surroundings is taken into account. Multiple strata of influence were hypothesized by Bronfenbrenner, ranging from the micro system of close friends and family to the macro system of larger societal and cultural elements. This viewpoint stresses that a variety of social settings influence development.

STAGES OF HUMAN DEVELOPMENT:

Human development can be broadly categorized into several stages, each characterized by specific developmental milestones.

	Physical Development	Cognitive Development	Social and Emotional Development
Stage – 1 Infancy (0-2) years	Infancy is a time of rapid physical growth. Milestones involve the development of motor skills, like walking and crawling, as well as sensory abilities, like hearing and vision.	Through sensorimotor exploration, infants learn object permanence and fundamental problem-solving techniques. Piaget emphasizes the importance of sensory experiences in his initial stage of cognitive development.	John Bowlby's attachment theory places a strong emphasis on the value of developing safe bonds with carers. Future relationships are built on this bond.
Stage – 2 Late infancy	Early childhood development is slower	Children in the preoperational stage	Children start to comprehend social

(2-6) years	but more consistent. This period sees a tremendous improvement in gross as well as fine motor abilities.	suffer with logical reasoning but show symbolic thinking. As children start to express their ideas and emotions, language development takes off.	conventions and form an awareness of self in their early years. Play turns into an essential means of expressing emotions and interacting with others.
Stage – 3 Childhood (6-12) years	Children's growth slows down and they get more strength and coordination. It is common for organized sports participation to start.	During the concrete operational stage, kids learn to reason logically, which helps them solve difficulties and comprehend other people's viewpoints. Academic proficiency in mathematics, reading, and writing is prioritized.	Relationships among peers grow more and more significant. Youngsters gain knowledge of social dynamics and acquire abilities in cooperation, rivalry, and handling conflict.
Stage – 4 Adolescence (12-18) years	Puberty, which occurs during adolescence, causes major bodily changes. This stage also presents issues with self-esteem and physical image.	Adolescents who are in the formal operational stage acquire sophisticated problem-solving abilities and abstract thought. Their thoughts turn to ethical and philosophical matters.	One of the main tasks of adolescence is identity building, during which time people experiment with different roles and values. Strong peer pressure causes relationships to grow more intricate.
Stage – 5 Early Adulthood (18-40) years	Early adulthood usually marks the peak of physical performance, which is followed by a slow reduction in physical capacity.	People keep improving their cognitive skills, frequently using them in professional and academic contexts. The ability to make decisions	The main responsibilities are pursuing professional objectives and forming close relationships. Marriage and motherhood are two

		becomes increasingly complex.	major life decisions that frequently fall within this time.
Stage – 6 Middle Adulthood (40-65) years	Physical ageing intensifies, accompanied by alterations in vigor and health. People may experience health issues, but they can also take advantage of chances for wellness and self-care.	While cognitive abilities may start to deteriorate, many people also gain more knowledge and expertise in their vocations. Learning becomes vital throughout one's life.	Reflection on life accomplishments and a reassessment of personal objectives are common at this period. Relationships with ageing parents and adult children may take the stage.
Stage – 7 Late Adulthood (65 years and older)	Physical changes brought on by ageing include diminished mobility and health issues. Nonetheless, a lot of people lead busy lives.	Many people maintain a great deal of their knowledge and experience, yet cognitive decline is possible. Deterioration can be lessened with the aid of cognitively stimulating activities.	When people retire and lose their peers, their social interactions may change. It is essential for mental health to keep up relationships with friends and family.

FACTORS AFFECTING OF HUMAN DEVELOPMENT:

Numerous elements that interact in intricate ways impact human development. Gaining knowledge of these factors can help one better understand how each person develops differently.

1. Biological Factors

Physical and psychological characteristics are heavily influenced by genetics. Personality traits, growth patterns, and vulnerability to specific situations are influenced by genetic factors.

2. Environmental Factors

Numerous factors, such as family relationships, socioeconomic status, culture, and neighborhood, are all part of the environment. Developmental outcomes are greatly impacted by social support, educational opportunities, and resource accessibility.

3. Cultural Influences

Development is influenced by the values, ideas, and practices that are shaped by culture. Social conventions, parenting practices, and educational expectations can all be impacted by cultural variances, underscoring the significance of cultural competence in comprehending development.

4. Relationships with Peers

5. Peer interactions gain more sway over kids as they get older. Social skills can be developed through positive peer interactions, but problems like bullying and social anxiety can result from unfavorable encounters.

6. Life Events

Important life experiences that can have a significant impact on development include trauma, loss, or transition. Coping mechanisms and resilience are essential in helping people get through these situations.

THE EFFECT OF SOCIAL MEDIA ADDICTION ON HUMAN DEVELOPMENT:

The symptoms of social media addiction include obsessive usage behaviors, a loss of control over one's online activities, disregard for relationships in real life, and a preference for virtual contacts over deep in person connections. Social media's engaging features likes, shares, and comments have been shown to cause dopamine to be released in the brain, which reinforces these behaviors.

EFFECT ON MENTAL HEALTH:

1. Depression & Anxiety

Social media addiction has been connected in numerous studies to elevated anxiety and depression levels. Constantly being exposed to carefully chosen depictions of other people's life can cause one to compare oneself negatively and feel inadequate. These emotions can be made worse by the need to keep a flawless online identity, which feeds a vicious cycle of stress and low confidence.

2. Disturbances in sleep:- Late-night social media use can interfere with sleep cycles, resulting in insomnia and other sleeping-related problems. Lack of sleep has been shown to have detrimental impacts on mental health, exacerbating depressive and anxious symptoms.

3. Fear of Missing Out (FOMO)

Because people are always inundated with pictures and updates about social events, activities, and gatherings, social media exacerbates the fear of missing out. This anxiety may result in obsessive social media checking, which would further diminish relationships and experiences in real life.

EFFECT ON SOCIAL SKILLS DEVELOPMENT:

1. A decline in in-person interactions

Overuse of social media can cause one's ability to communicate in person to deteriorate. Without the assistance of a screen, young people can find it difficult to comprehend nonverbal clues, have meaningful discussions, or function in social situations. The development of critical interpersonal skills may be hampered by this loss.

2. Reduced Capacity for Empathy

Excessive time spent on screens may decrease empathy, according to some research. Real-world interactions frequently cultivate the capacity to comprehend and experience another person's emotions. People who communicate mostly through screens may find it difficult to acquire this vital ability, which makes it difficult for them to build meaningful, long-lasting connections.

3. Bullying online

Compared to older forms, bullying on social media is frequently more widespread and less obvious. Cyber bullying victims may suffer from extreme emotional discomfort, which can affect their general wellbeing and social development. Social media anonymity can encourage people to participate in risky activities they might not otherwise.

EFFECT ON ACADEMIC PERFORMANCE:

1. Productivity and attention

Students are greatly distracted by social media, which causes them to put things off and perform worse academically. The temptation of fascinating information and continuous notifications can take focus away from studying, which lowers academic engagement and grades.

2. Ineffective Time Management

Social media's addicting qualities frequently result in ineffective time management. Instead of using that time to study or finish homework, students can find themselves browsing through feeds for hours on end. Their academic results may be impacted in the long run by this change in priorities.

3. Effect on the Duration of Attention

Users of social media are conditioned to seek out brief informational bursts, which foster a culture of rapid consumption. People may find it difficult to concentrate on lengthier, more focused tasks that are necessary in academic contexts as a result of this.

EFFECT ON IMAGE OF THE EMBODIMENT AND ONE'S IDENTITY:

1. Social Media's Impact on Self-Perception

People's perceptions of their bodies and themselves are greatly influenced by social media. Particularly among young women, the proliferation of idealized pictures might contribute to body

dissatisfaction. Excessive usage of social media has been linked in studies to disordered eating patterns.

2. Looking for Validation

Many users get dependent on social media for approval, judging their own value by comments and likes. A weak sense of self might result from this external affirmation, leaving people open to emotional anguish when they feel unappreciated online.

3. Construction of Personality

Young adults and adolescents are in pivotal phases of identity development. Their process of self-discovery may be distorted by the urge to follow social media trends. Confusion and discontent may result from their adoption of identities that are more in line with social media personas than with their true selves.

EFFECT ON LONG-TERM SUCCESS REPERCUSSIONS:

1. Consequences for the Workplace

It is impossible to overlook social media's influence on work settings as it gets more and more ingrained in society. Career advancement may be hampered by a propensity of requesting quick feedback or by an inability to interact effectively in person. It could be difficult for employers to develop workers with the necessary soft skills.

2. Exclusion from society

Surprisingly social media can cause social isolation even while it brings people together virtually. Users could value virtual communication more than face-to-face connections, which might result in social isolation and an abundance of support. The effects of this seclusion on emotional and mental health may be severe.

3. The Dynamic Character of Connections

The emergence of social media has changed the nature of relationships. Online platforms can help to strengthen some connections, but many of them are shallow and shallow. People may find it difficult to sustain meaningful, long-term relationships, which are essential for personal growth.

CONCLUSION:

The complex problem of social media addiction has a substantial effect on human development in a number of areas, such as self-identity, academic achievement, social skills, and mental health. It is essential to have a healthy connection with social media as society continues to negotiate the challenges of the digital age. The negative impacts of social media addiction can be lessened, and human development can be improved, by fostering digital literacy, offline contacts, and mental health assistance.

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