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Editor-in-Chief

Dr.K.Sasi Kumar

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EMERGING TRENDS IN LIBERAL ARTS AND SOCIAL SCIENCES

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Dr. K. Sasi Kumar, Assistant Professor/MBA, VICAS

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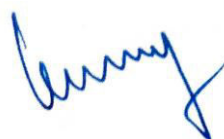
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EDITORIAL MESSAGE

We take great pleasure in welcoming you to our Edited Book. The immediacy of e-based publication makes it possible for us all to be fully connected to each other and to developments in our field and to be directly involved in ongoing knowledge construction.

With innovative concepts in mind, we invited with scholarly discussions to facilitate new ideas for emerging sectors. This book also stands as a platform for Students and research scholars to express their innovative business models and solutions.

We are thankful to all academicians, research scholars and students who have contributed for this edited book. We also acknowledge the valuable suggestions and support offered by our colleagues and students. We are delighted that you are joining us as readers and hope you will also join us as contributors.



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EMERGING TRENDS IN LIBERAL ARTS AND SOCIAL SCIENCES

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ABSTRACT

The aim of scientific research is to discover laws and postulate theories for scientific knowledge meant for explaining natural or social phenomena. Behavioral Addiction or unreasonable addiction has recently been the point of many debates and discussion that centre upon its identifying basis and its subtypes. Many forms of problems conducts in excess are marked as addiction. However, the question of pathologizing common day to day conducts raise diagnostic concerns. The shared aetiology between substance and non substance addiction, particularly in terms of neurobiology also complicates the understanding of behavioral addiction. This book chapter attempts to present an overview of what is known about behavioral addiction in terms of its definition, the developments in classificatory systems, its etiological perspectives, management and challenges to the field. Social science refers to the science of people or collections of people, such as groups, firms, societies, or economies, and their individual as well as collective behavior.

INTRODUCTION

Certain specific bearings can also affect the vulnerable individual, leading them to an addictive state. Different researchers have concentrated upon different forms of non substance addiction. The terms used for specifying addiction have however varied, even though they mostly cover common domains. For example, the use of term "Hypersexual Disorder" in some researches while denoting of the term "sex addiction" in others; likewise, the use of term "Internet Addiction" in particular cases and the use of terms "Cyberaddiction" in others. Whether or not these terms giving same meanings have not been very clear.

This point towards a particular scientific and technical understanding. What characterizes excess conduct and what actually characterizes addiction needs to be

further clearing which in truth has been the concern for many authors.

It can be said that while behavioral Addiction has been the centre of research in recent times, an agreement towards its understanding, clear cut diagnosis and definitions of sub-types is lacking.

DEFINING BEHAVIOURAL ADDICTION:

From a *Psychological point of view* addiction can be defined as an individual's relationship with drugs or alcohol, in which one uses more than one would like to use, and continues to use it despite negative consequences. People use drugs or alcohol and engage in some habits to abscond, relax, or to reward them. Over time, drugs/alcohol and even some behavior make people believe that they cannot enjoy life without using or engaging in them.

According to Goodman Addictive behaviors and process addictions serve to produce pleasure, provide escape from emotional or physical discomfort, and are characterized by powerlessness (i.e., an inability to control the behavior) and unmanageability (i.e., significant negative consequences resulting from the behavior).

Griffiths attempted to define behavioral addiction, indicating a similarity between the definitions of both forms of addiction. The six components of behavioural addiction have been described in the following ways:

- ***Salience:*** The behaviour becomes the most important activity in the person's life and dominates the individual's thinking, feelings and action.
- ***Euphoria:*** The subjective experience of "buzz" or "high" that the individual experiences upon engagement in that particular activity
- ***Tolerance:*** Requirement of increasing amounts of the behaviour in order to experience the former effects.
- ***Withdrawal:*** The unpleasant feeling states and physical effects occurring when the individual is unable to engage in that behavior or when the activity is discontinued. For example: irritability
- ***Conflict:*** Interpersonal and intrapersonal conflicts experienced by the individual. Individuals continually choose short-term pleasures and disregard the adverse and long-

term consequences. An increased need for that particular activity as a coping strategy.

- **Relapse:** Repeatedly reverting to previous patterns of behaviour, heights of addiction to be restored even after years of abstinence.

UNDERSTANDING THE PROCESS:

While understanding the biological processes involved in the causation of behavioral addiction, many researchers have centered on its similarities with substance addiction. Alterations that take place in the mesolimbic system and midbrain cortex initiate the addictive cycle. Activation of the dopaminergic neurons that takes place in the Ventral tegmental area (VTA) projects to the nucleus accumbens creates the drug high and initiates addiction. Repeated exposure to such drugs enhances the glutaminergic projections to prefrontal cortex. Thus, alteration of the entire neurocircuitry takes place that lead to addictive responses.

It has been suggested that this neuroadaptation can occur even in the absence of drug taking. It is possible to derange the neural circuits not only by pharmacology but also by natural rewards. Thus, drugs are not at the heart of the matter.

Another evidence of similarity in biological processes comes from **domains of learning and memory**. It has been suggested that cravings are triggered by memories, emotional states and situations that are associated with both forms of addictions i.e. drug use and 'out of control behaviours'. Both explicit and implicit memories are involved in addiction. The implicit or non declarative memories which relates to habituation and sensitization are difficult to treat. It has been reported that sensitization, a neuroadaptive response is greatly dependent on context and learning. It alters the neural circuitry that is involved in normal processes of incentive, motivation and reward. This applies to both problematic behaviours and drug use. At this juncture, it is important to understand how **motivational factors and raw adding experiences** come into play when behaviours are involved. Internal motivational states such as hunger and sexual arousal increases the incentive values of the objects as well as the cues associated with them. External cues also have an important role to play. For example, the sight of food strengthens the motivational state thereby increases the likelihood of eating behaviour.

Evidences indicate the role of major **neurotransmitters** in the pathophysiology of both substance and non substance addiction including dopamine, serotonin, noradrenalin and

opioids. Serotonin has been associated with inhibition of behaviour, dopamine has been associated with rewards and reinforcements, and opioids with pleasure. Autonomic arousal and increases in noradrenergic measures have been found, particularly in pathological gambling, an official diagnosis.

Although limited, **neuroimaging studies** support that similarities exist in terms of structural and functional changes in the brain areas in both forms of addiction. Reduced grey matter density and volume have been found in brain regions including cingulate cortex, insula, frontal gyrus and dorsal lateral prefrontal cortex. PET and SPECT studies indicated dysregulation in the glucose metabolic rates in the brain areas such as the frontal gyrus. FMRI studies also indicated changes in the reward related brain networks.

THE IMPACT & MANAGEMENT:

Social perspectives are important to consider in addiction. Certain influential factors such as nature of interaction with the social world; a possibility of exploitation can be extremely significant. Particularly so, because of internet, social media or the cyber-world. Young suggests that Internet addiction leads to impairments in academics, occupation and relationships. Marraiges, dating and parent-child relationship are affected as major periods of time are spent in soliatry activities and not conversations with real people in their lives. Interestingly, despite facing the adverse consequences, majority of the individuals had no desire to cut• down the amount of time spent online because they were unable to break the habit.

For treatment and management, it has been recommened that one should follow similar goals and principles as in case of chronic diseases. Focus should be on early prevention, early detection and early therapy. Presently, an intergrative and comprehensive approach towards interventions of addiction has been suggested, that 1s, pharmacotherapy as well as psychological and social interventions.

Pharmacological studies are at initial stages for behavioural addiction. Intervention for behavioural addiction can learn from what is known about substance addiction. Drugs found effective in case of many substances have been tried in clinical trials of behavioural addictions.

Psychotherapy: Psychotherapy for addictive behaviours majorly would involve motivational intenrentio Motivational intervention would help an individual to

acknowledge their problem behaviour and increase their motivation to bring a change in themselves. As seen in previous literature, there are lot of cognitive distortions which circulate an individual engaging in addiction. Cognitive behavioural therapy would thus help in identifying those distortions and form realistic conclusions.

Prevention of relapse in any form of addiction is important and involves identification by the client. The high risk situations where relapse could occur can be detected. Focus could then be on building the individual's self efficacy to deal with these situations. These aspects, finds its roots in the principles of learning theories.

Besides these techniques, group therapy, support groups and involvement of families can be effective. This is because poor social ties may often act as triggers to engaging in the addictive behaviour in the first place. Attempts at modification of lifestyle through physical exercises, improvement in nutrition, mindfulness techniques could also be considered.

SOCIAL SCIENCE RESEARCH-METHODOLOGICAL PERSPECTIVES:

The book deals with articles devoted to methodological issues in Social Science Research for promoting quality social research. The use of statistical testing based on null hypothesis will diminish in social science research and termed as “paradigm shift,” and the social sciences will become more like the natural sciences.

The interview is a prudential way of enquiry for data collection and asserts that it is more than that in building a conducive rapport with the respondents. Its robustness in the data collection process would certainly support adequately for making evidence based policy matters and academic research in social science. In one sense, it is a foundation upon which all other elements can rest for it in the data gathering phase. As against the premise, the objectives of the paper are to discuss on the methodological issues encountered in the process of data collection at household level and also highlight on the complexities with illustrations that are to be challenged during the interview with the people in different cultural settings.

The paper by makes an attempt to study the real socio-economic conditions of the population of various income groups in a village. From this study, it is found that only a few percentages of villagers have the benefit of a better life with all facilities but most of the people live in uncertain conditions. The lower income groups of people mainly engaged in agricultural fields, cotton mills, bricks kiln or other places as day labour. Most of them are still not getting many facilities like electricity, safe drinking water, proper sanitation, internet

connectivity etc., whereas comparatively higher income people are getting most of these facilities. From this study it was found that only 4 per cent people migrate outside the village, remaining all are engaged in different activities within the village.

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