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INTERNET ADDICTION AND ITS EFFECT ON ADOLESCENTS

PhD Atanas Stoyanov Mahleliev

Summary: *Addiction to modern communication technologies emerges as an academic problem in the mid 90s of the last century. This is the time when the World Wide Web invades our households and becomes an integral part of everyday life.*

The following article is focused on some of the widely debated questions concerning Pathological Internet Use (PIU) and its impact on the psychological and social development of adolescents.

An attempt has been made to define the term "Internet addiction" in retrospect, studying its evolutionary development in terminology, and the fundamental factors that differentiate it from other addictions.

A brief review has been made on various academic researches on this relatively new field of study in Social Psychology.

Outlines, conclusions and recommendations have been made, based on practical guidelines for preventing and detecting potential problems.

Keywords: *Internet Addiction Disorder (IAD), Pathological Internet Use (PIU), adolescents, prevention, communication technologies.*

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