

## **Social Media Effects on Driving: An Exploratory Study Applied to Drivers in Kuwait**

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**Abstract :** Social media have totally converged with social life all around the globe. Using social media applications and mobile phones have become somewhat of an addiction to most people. Driving while using mobile applications falls under such addiction when usage is not of urgency. This study aims to investigate the impact of using such applications while driving in the small, rich state of Kuwait, where most people juggle more than one phone for different purposes. Positive and negative effects will be explored in detail as well as causes for these effects and possible reasons. A full range of recommendations will be presented so as to give other countries a specific case study upon which to build solutions and remedies to this emerging and dangerous social phenomenon.

**Keywords :** communications, driving, mobile, social media

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