

Social Media Addiction among Adolescents

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Adolescence is a transitional period involving many biological, psychological and social development and changes. Social Media becomes a prime one in adolescents' lives. Social media allows teens to create online identities, communicate with others and build social networks. Frequent checking and scrolling down through social media is an activity done by most of the adolescents during the last decade. Although majority of the population use social media in a non-problematic way, there is a small percentage of Social Media users who in turn become an addict to social networking sites they engage themselves in excessive usage all the time. Social media addiction is one of the behavioral addictions that keeps the mind preoccupied and engaged in social media, with an uncontrollable urge to get into any of the social medias, and spending much time and effort to social media which ultimately affects other areas of life. The researcher studied the level of social media addiction among 100 adolescents by adopting the descriptive research design. Social Media addiction scale by Kalayci (2009) with high reliability and validity was used. It was found that 100% of adolescents had high level of social media addiction where among them were 80% of adolescents from rural area. 71% percentage of adolescents was from nuclear family. 't' test was applied and found that adolescents from Joint family do differ with adolescents from nuclear family ('t' = 0.019) and it was statistically significant. Chi – square was applied and found that there is an association between parental living status and social media addiction. ($\chi^2 = 0.984$). It was found to be statistically significant. Hence the researcher suggests that intervention programs are needed for adolescents to rehabilitate them from social media addiction.

Key words: Social Media, Social Media Addiction, Adolescents.

Introduction

Adolescence is a transitional period of stress and storm. Changes happen biologically, physically, psychologically and socially. Adolescents want to know 'Who am I?' In pursue to know about them, they find themselves differing with their parents in terms of their emotions, thoughts, values and behaviors. Even the happy, harmonious children turn to be worried, anxious, unstable and unbalanced adolescents. During adolescence, it becomes important for them to have the acceptance of the peers and get confirmed to their group norms than the societal or family moral norms. Social Media is a platform most adolescents have identified to associate themselves with the people of their own interest and stay connected through instagram, facebook, snapchat, youtube. Often Checking through social media and scrolling down the mobile is done by many adolescents. They use social media for entertainment and self-expression. Though Social Media helps adolescents to communicate and build social networks, it becomes harmful to them while they use social media for many hours. It distracts them from their routine, disrupts their sleep, exposes them to cyber bullying, get under peer pressure and becomes an addict to it. Having the sleep quality affected, they get depressive symptoms. Sometimes sharing intimate photos and personal stories puts them under risk. Social Media use becomes problematic when adolescents use them as coping mechanisms to relieve themselves from stress, loneliness or depression. Excessive usage leads to

interpersonal problems and affect their mod states.

Review of Literature

Ozlem Afacan and Kirsehir Ahi (2019) investigated social media addiction of high school students using Survey method was adopted among 596 students from three high schools having different levels of academic achievement Kirsehir in Turkey. “Social Media Addiction Scale” (SMAS) developed by Tstgun-Unal was used for data collection. There was no significant difference between gender and social media addiction. When the level of social media addiction was assessed, it was found that the students had “low level of addiction”. In addition, it was found that there was a significant relationship between high school students' daily average internet usage time and social media addiction.

Gautam Diksha and Vinay Deepa (2019) identified the antecedents of smartphone addiction and its associated conflicts. Data were collected from adolescents and that findings were discussed. Smartphone advertisement targets adolescents who are vulnerable to addictions. It was found that loneliness and self regulation becomes the main reasons for smartphone addiction along with family, personal conflicts and poor academic performance has the significant negative consequences of its excessive use.

Rakshath (2020) in the review done systematically and the evidence on the influence of social media use on depression, anxiety and psychological distress in adolescents were synthesized. The data was found from 13 eligible studies, of which 12 were cross-sectional. The findings were on time spent, activity, investment and addiction to social media. All domains correlated with depression, anxiety and psychological distress.

Amith (2021) did an investigation on the level of Internet and social media addiction. This survey-based study involved a group of women representing the female population in the West Pomeranian Voivodeship, Poland (N= 556). It was found that age, depressive symptoms, loneliness were the variable contributing to Internet and Facebook addiction among the studied. Available studies confirm the results of their own research. Feeling depressed and becoming dependent on the Internet and Facebook became common among single women. In the employed women, higher levels of Internet and Facebook addiction were observed. It was found that younger women were highly dependent on internet and facebook.

Research Methodology

Objectives:

1. To study the Socio demographic profile of the adolescents
2. To study the level of Social Media Addiction among adolescents
3. To study the relationship between socio- demographic variables and level of social media addiction among adolescents.
4. To suggest suitable strategies and plans to manage social media addiction among adolescents.

Hypotheses

Hypothesis 1:

There is a difference among the type of family and overall level of social media addiction among adolescents.

Hypothesis 2:

There is an association between domicile and overall level of the Social Media Addiction.

Hypothesis 3:

There is an association between parental living status and overall level of Social Media Addiction.

Research Design

The researcher adopted Descriptive research design. This design will provide a better understanding to describe the level of Social media addiction among Adolescents.

Selection of Study Area:

The study was carried out at a particular higher secondary school in Madurai. 100 adolescents were selected from XI and XII std by using stratified proportionate random technique.

Pilot Study:

The feasibility of conducting the research study was found through pilot study done among 15 respondents.

Tool for data collection:

The researcher developed socio-demographic profile to understand the Socio-demographic conditions of the adolescents.

Social media addiction scale 29 items developed by Kalayci (2009). This is a 5 point likert type scale which consists of 29 items and 4 sub dimensions.

- i. Virtual Tolerance: It has 1-5 items
- ii. Virtual Communication: It has 6 – 14 items
- iii. Virtual Problem: It has 15 – 23 items
- iv. Virtual Information: It has 24 – 29 items

All of the items in the scale are positive. 145 is the highest score and 29 is the least score. The highest scores indicate the respondent perceives himself as a 'Social Media Addict'. The scale had content validity and construct validity. The reliability was found to be 0.93 by Cronbach alpha test.

Pretest:

Pre- test was done and the researcher found that there was no need to add or delete any statement in the research tool.

Method of data collection

The researcher met the respondents personally and administered the interview schedule to collect personal details and the level of social media addiction.

Results

1. Findings related to Socio – Demographic variables:

- All the respondents (100%) were female
- 50% of respondents were from XI std and 50 percent of respondents were from XII std
- Majority of the respondents (74%) were belonging to Hindu religion, 15 percent were belonging to Christian religion and 11 percent were belonging to Muslim religion.
- Majority of the respondents (80%) were from rural area, 11 percent of them were from semi – urban area and 9 percent were from urban area.
- Majority of the respondents (71%) were from nuclear family and 29 percent of respondents were from joint family
- Majority of the respondents (63%) had their family income less than Rs.30000/- per month and 37 percent of the respondents had income between Rs.30001 – Rs.60000/-.
- Majority of the respondents’ fathers (79%) and mothers (74%) were illiterates.
- Majority of the parents of the respondents (77%) were living together.
- More than half of the respondents (58%) had three siblings and 42 percent of respondents had two siblings.

2. Findings related to Social Media Addiction:

- All the respondents (100%) had high level of Social Media Addiction

3. Findings related to Hypothesis:

Hypothesis 1: There is a significant difference between type of the family and level of the loneliness. ‘t’ test was applied and it is proved that there is significant difference between type of family and overall level of Social Media addiction. Hypothesis 1 is accepted.

Table No.: 3.1.

‘t’ test between type of family and overall level of social media addiction among the respondents

Sl. No.	Variable	Mean	Std. Deviation	Statistical Inference
1	Type of Family Joint family (N=29)	103.55	2.354	‘t’ = 0.019 P<0.05 Significant
2	Nuclear Family (N= 71)	105.07	3.766	

According to Table No. 3.1, it is revealed that respondents from Joint family (mean = 103.55) do differ with respondents of nuclear family (mean = 105.07) with regard to their overall level of social media addiction and the difference is statistically significant.

Hypothesis 2: There is an association between domicile and overall level of the Social Media Addiction. Chi – square was applied and found that there is no association between domicile and loneliness. Hypothesis 2 is rejected.

Table No. 3.2:

Association between domicile and overall level of Social Media Addiction

Sl. No.	Domicile	High Level of Social Media Addiction	Statistical Inference
1	Rural	80	$\chi^2 = 0.546$ $df = 2$ $P > 0.05$ Not Significant
2	Semi – urban	11	
3	Urban	9	

Table No. 3.2 says there is no association between domicile and overall level of Social Media Addiction of the respondents and it is not statistically significant.

Hypothesis 3: There is an association between parental living status and overall level of Social Media Addiction among the higher secondary students. Chi – square was applied and found that there is an association between parental living status and Social Media Addiction. Hypothesis 3 is accepted.

Table No. 3.3:

Association between parental living status and overall level of Social Media Addiction

Sl. No.	Parental Living status	High Level of Social Media Addiction	Statistical Inference
1	Living together	77	$\chi^2 = 0.984$ $df = 2$ $P < 0.05$ Significant
2	Separated	13	
3	Divorced	10	

Table No. 3.3 says there is an association between parental living status and the overall level of Social Media Addiction among the respondents and it is statistically significant.

Discussion

Unlike the study of **Ozlem Afacan and Kirsehir Ahi (2019)** who investigated social media addiction among 596 students in Turkey, and found that the students had “low level of addiction”, the present study states that adolescents had high level of Social Media Addiction.

Similar to the study by **Amith (2021)** who assessed the level of Internet and social media addiction among 556 women and found that the level of dependence on the Internet and Facebook was higher among younger women, in the present study also, the Social Media Addiction was high among the adolescents.

In addressing the high level of Social media addiction among the adolescents based on the findings of the research study, the researchers would suggest the following measures:

- Prime stakeholders like parents, teachers and caretakers must be aware of the high level of social media addiction among adolescents.
- Awareness programs about the evil effects of Social Media Addiction must be promoted among adolescents.
- Positive coping skills must be developed among adolescents.

Conclusion

To conclude the present research study, it is an alarming fact to know the high level of Social Media addiction among adolescents that too among adolescents hailing from rural area. The Mental Health of adolescents are of prime importance to nation. Social Media Addiction affects has harmful effects in their life. Failing to impart positive coping mechanisms may lead to devastating results in the society.

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