

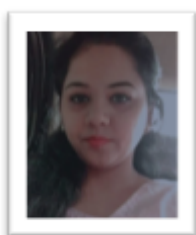
Social Media Addiction Among Emerging Adults

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Abstract

The purpose of the present investigation was to find out the social media addiction among College students. Social media addiction is one of the most burning problems among young adults, especially among college students. The sample of the present research work consisted of 140 college students from which we randomly selected only (35 boys, 35 girls). For this purpose social media addiction scale students form (smas-sf) developed by Cengiz Sahin was used. The sample of the investigation was randomly selected from Meerut College, Meerut. t-test was used for finding out a significant difference between concerning groups. Other descriptive techniques were also used, which showed that college boys have more social media addiction as compared to their female counterparts. Based on our findings we can also highlight the high, average, and low percentage of social media addiction among college students. 1.42% high, 98.5% moderate, 0% low media addiction. Thus, we can explain our findings according to the changeable environment. The paper also suggested some intervention strategies to control the addiction to social media. In this respect, the paper has applied application in emerging adults.

Keywords : Social Media Addiction, Burning Problem, Intervention Strategies, Descriptive Techniques.



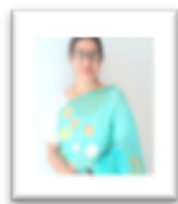
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Introduction

Social media addiction can be looked at as one form of Internet addiction, where individuals exhibit a compulsion to use social media to excess (Griffiths, 2000; Starcevic, 2013). Social media addiction is a behavioral addiction that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and give up so much time and effort to social media that impairs other important life areas (Hilliard, 2019).

Review of Literature

Social media addiction is an individual's inability to control his or her use of social media which eventually causes psychological, social, academics, or work difficulties in a person's life (Young, 2016). According to Pavlicek (2013), a social media addict can be agreeable as one with an urge to use social media excessively. For the event, interesting in activities like "frequently checking status updates and posts or "stalking" the profiles of other users for many hours" and this behavior or habit conflicts with his/her indes responsibilities, such as family, school, work, or other social obligations. The fear of missing out (FOMO) can be the main reason for frequent social media use regardless of the time of day at the expense of other activities (Przybylski et al., 2013). In general female and male adolescents and emerging adults are equally likely to visit and post social profiles, defined on their space and other online social networks as public places where one shares information with friends. Mishra, Yadav, and Bisht (2005) conducted a study on "Internet Utilization Pattern of Undergraduate Students", this study to learn the Internet fulfillment patterns of undergraduate students at the G B Pant University of Agriculture and Technology, Pantnagar. The finding of this study indicates that most students use the internet. They also suggested that male percentage is greater than female percentage to used internet. Kaur, Sharma, and Manu (2015) in their study on college students found that 55% of adolescents have a minor Internet addiction, 27% have an atypical Internet addiction, 17.67% have moderate Internet addiction and 0.33% has a severe Internet addiction. In majority (48.1%) of adolescents, the Internet has adversely affected health. Gender and family income also have a significant impact on Internet addiction among adolescents. Xiaolei Liu et.al. (2010)" Internet use and Internet Addiction Disorder among medical Students: A Case from China" In this study sample was collected by using questionnaire techniques from students. As a result, they found that 92.3% of students use the internet for surfing; they use the internet for exchanging emails, searching data, chatting with others. This



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study also found that addiction in males is greater than in females. Bond (2009) founded that females self-disclose more than males of Social Networking Sites.

Objective of the Study Based on a review of literature and emerging burning problems among adolescents and emerging adults, especially among college-going adults. The present research investigation was undertaken to fulfill the following objectives.

1. To study the social media addiction among emerging adults (college students).
2. To study the social media addiction between boys and girls emerging adults (college students).

Hypothesis According to objectives, the following two hypotheses were formulated.

1. Emerging Adults were significantly different in social media addiction.
2. Boys and girls (emerging adults) were significantly different in their social media addiction.

Sampelling The sample of the study is the small position of the total universe from which the sample has been selected. The present research investigation was conducted on emerging adults. For this purpose college students were selected as population or universe the present investigation was conducted on a sample of 70 students (both boys and girls, age range 19-22 years' undergraduate classes, Humanities, social sciences field). 140 populations of students from Meerut College have been selected. From 140 we randomly selected only 100 students, whom we administered our social media addiction scale. Finally, we got only 70 returns comprising both boys and girls.

Tools Used Social media addiction scale student form (smas-SF) standardized and developed by Cengiz Sahin was used to evaluate the social media addiction of college students. All of the items on the scale are positive. This is a 5-point Likert-type scale that consists of 29 items. The highest point that can be scored on the scale is 145, and the least one is 29. The higher scores indicate that the agent understands himself as a "social media addict".

Statistics Used in the Study Descriptive analysis and t-test were used for the assessment of boy's and girl's social media addiction among college students. The data was anatomized with the help of SPSS 17. The results Obtained by t-test and other statistical analyses are given in the following table.

Result and Discussion The result of the present study has been presented with the help of tabulation that showed the descriptive statistical values for social media addiction. For finding out significant differences between males and females. t-test was applied, which showed a significant difference between boys and girls college students on social media addiction. The detailed results are given in the following table.

Comparison of social media addiction between Boys & Girls college students

Group Compare	N	Mean	SD	t-value	Significant/not significant
Males	35	86.06	17.361	2.665**	Significant
Females	35	74.63	18.505		

From the above table, it can be inferred that boy's students have more addiction to social media (M1=86.06, sd= 17.36) as compared to girls (M2=74.63, sd= 18.5). The value is significant at .01 level of significance. Which showed a statistically significant difference between both the genders?

Social media addiction levels of college students

Social Media Addiction Levels	Percentage students
High	1.42%
Moderate	98.5%

Low	0%
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From the above table, we can summarize the social media addiction levels of college students by observing the above table. Thus we can explain our findings as 1.42% of students have high social media addiction, and 98.5% of students have a Moderate level of social media addiction.

Conclusion

Based on our findings we can summarize the addiction of college students towards media addiction. Among emerging adults (graduate students only 1.42% of students have high social media addiction remaining 98.5% of graduate students have a moderate level of social media addiction. The results of the present investigation can be interpreted in terms of today's changeable scenario in which every individual had some link with social media sites. As the survey of the present research investigation was conducted on Meerut college students who come from nearby villages, small cities, (towns), and urban areas also. By investigation, it was found that at moderate level every student is engaged with various sites of media (such as Instagram, Facebook, Twitter, and other such sites). Students found moderate addiction to media because of their socio-economic status, their exposure, availability of economic resources, and other demographic & personality traits prevent them not using social media. When we compared girls and boys on social media we found, boys have more addiction than girls. The reason behind this fact is that boys generally engage in social media addiction for searching for more relationships and maintaining them for a longer time, as compared to girls college students thus, girls of boys use social networking sites differently and with different frequencies. This is reflected in our findings where boys have more social media addiction than girls.

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