

Social Media Addiction among College Students

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Abstract: The purpose of the present investigation was to find out a comparative study of social media among college students in District Meerut. The sample of the study was collected, college students. Total students were from 140 students 70 were boys and 70 were girls, 35 boys and 35 girls from Meerut College and 35 boys, and 35 girls from N.A.S colleges in Meerut city. For measuring social media addiction among students, the social media addiction scale students form (SMA-SF) was used. It was constructed and standardized by Cengiz Sahin. Since our objectives are to find out the significant difference between college students & gender so according we select analysis of variance (ANOVA) and t-test the results obtained by ANOVA showed that there was a significant girls & boys on social media.

Keywords: social media, socio-cultural milieu, applied application

1. INTRODUCTION

Social media addiction is a behavioral addiction that is characterized as being overly careful about social media, drive-by an uncontrollable urge to log on to or use social media Andreassen, C. S., & Pallesen, S. (2014). The Internet is a very big development of technology but when we talk about social media. Social media is “the relationships that get on between networks of people”. Thanks to the invention of social media, young men and women now exchange ideas, personal information, feelings, pictures, and videos at a truly astounding rate. Also, a large sample survey in China puts the rate at 12% among males and 5% among female students (Lau, 2011). No realism evidence is found for social media addiction is more popular in a certain gender. Some studies have shown men to be more addicted to social media than women (Balcı&Gölcü, 2013; Çam&İşbulan, 2012; Esen,2010, Hoffman,2008; Lenhart et al.,2010) made a study on women users of social networking sites (SNS), their findings show that young women were much more activator on these sites than men, in general female and male adolescents and emerging adults are equally likely to visit and post social profiles, defined on my space and other online social networks as public places where one shares information with friends. Social media addiction is a term used to describe a situation where a user spends too much time on social media (e.g. Facebook, Twitter, Instagram) such that it negatively affects other aspects of his or her daily life like school, work, or relationship with others. 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). Chang (2006) Factors of Internet Addiction among College Students”. This paper shows reviewed literature about the factors which contribute to Internet addiction among college students. They found that addicted students spend their whole nights chatting, playing games, and as a result, feel tired and miss classes. They also found that students with low self-esteem are associated with Internet addiction. Bond (2009) founded that females self-disclose more than males of Social Networking Sites. Lin (2004) “The Prevalence and Cognitive Factors for Internet Addiction among College Students in Taiwan” found that 10.3% of participants were Internet addicts, also found that females were less addicted than males. Almost 25 percent of student's time on the internet is now spent on social networking websites (Jacobsen, & Forste, 2011).

2. OBJECTIVES OF THE STUDY

1. To study the effect of college students on social media addiction.
2. To study the effect of gender on social media addiction.
3. To study the cumulative effect of college & gender on social media addiction.

3. HYPOTHESES OF THE STUDY

1. There was a significant difference between college students on social media addiction.
2. There was a significant difference between girls & boys on social media addiction.
3. There was an interaction effect of college & gender on social media addiction.

Sample

The study was conducted on a sample of 140 college students (70 boys and 70 girls, 35 boys and girls from Meerut College, 35 boys and girls from N.A.S College) from the district of Meerut. The sole criterion for inclusion in this study was that the college students (both male & female) should be studied. The sample was selected by probabilistic random sampling. The sample was matched on various socio-economic variables such as to find our unbiased result from the study.

Tools Used

The social media addiction scale student form (SMAS-Sf) developed and standardized by Cengiz Sahin was used to assess 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 score on the scale is 145, and the last one is 29. The higher scores indicate higher media addiction as compared to the least score that the agent understands himself as a “social media addict”.

Statistical Analysis

The selection of the statistical method depends upon the type of data, the nature of variables, and the research design used in the research investigation. In the present research paper, two variables i.e. gender and college were used and each of the variables was dichotomized (divided) into two categories as gender (male, female) college (Meerut college & N.A.S College) under C.C.S university. Our objective is to find out the impact of the analysis of each variable on the dependent one (that is social media addiction). Thus, according to the blueprint of the study ANOVA and t-test were used to find out the significant impact of each variable on social media addiction. Analysis of variables was found effect technique not only to find out independent effect but also a significant interaction between variables. t-test was also used to find out the significant impact of each variable on the dependent one. The results obtained by analysis of variance and t-test are given below in the following tables.

4. RESULTS AND DISCUSSION

The result of statistical analysis for the present study has been presented with the help of tabulation that showed the descriptive statistical values for social media addiction. For finding out

Table1. Analysis of variance

Source of variance	Sum of square	DF	MS	F
Gender (A)	52.829	1	52.829	.240
College (B)	333.257	1	333.257	1.515
AxB Interaction	3641.400	1	3641.400	16.557**
Within group(error)	29910.914	136	219.933	
Total	33938.4	139		

The above table depicted that f value was not found significant for the impact of gender and college on social media addiction. But interaction value (16.557) was found significant at .01 level of significance. F value showed that college and gender were cumulatively influenced social media addiction. It means that these two variables i.e. (gender and college) did not exert an effect on social media addiction but jointly they contributed to the emergence of social media addiction. This can be

explained based on an interaction graph between these two variables. From the graph, it can be concluded that Meerut college boys have more addiction to social media as compared to N.A.S College. While among girls, N.A.S college girls have more addiction to social media as compare to Meerut college girls. This phenomenon is reflected in our interaction graph. For further investigation t-test was used. This showed a significant difference between the two groups. The results obtained by the t-test are given below in the following tables.

Table2. Comparison between social media addiction of Male and female students

Group compared	N	Mean	SD	t-value
Male	70	79.41	16.06	.464
Female	70	78.19	15.26	

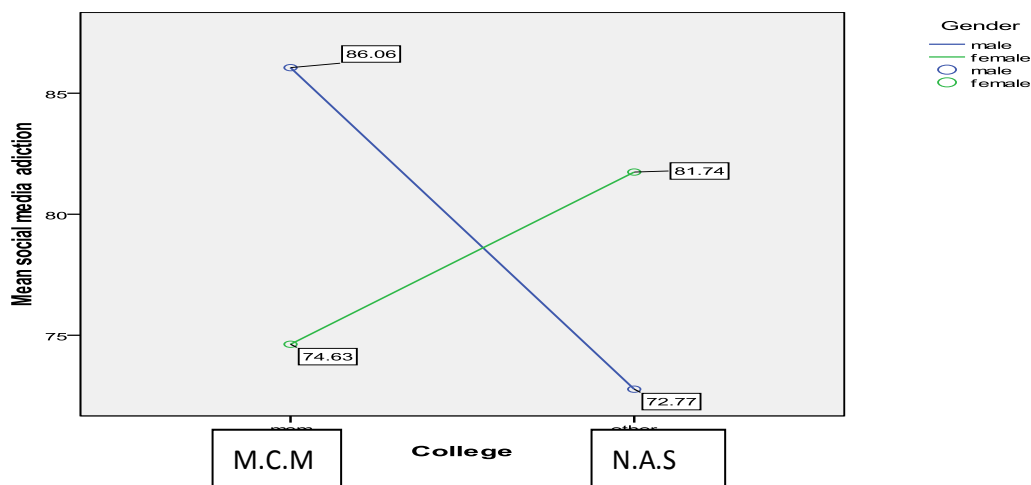
The above table depicted that the t-value was not found significant at .05 level of significance. But mean values (M1=79.41, M2=78.19, and sd value sd1=16.06, sd2= 15.26) showed that male students have higher (79.41) have higher social media addiction as compare to female students (78.19). Further sd1 values were showed that male students have higher variance as compared to female students..

Table3. Comparison between social media addiction of Meerut College and N.A.S college students

Group compared	N	Mean	SD	t-value
Meerut college	70	80.34	18.718	1.170
N.A.S college	70	77.26	11.690	

The above table depicted that the t value was not found significant at .05 level of significance. But mean values (M1= 80.34, M2= 77.26, and sd value Sd1= 18.718, sd2= 11.69) showed that the higher the mean value, the higher is the media addiction. Mean values are showing that Meerut college students (M1= 80.34) have higher social media addiction as compare to N.A.S college (M2= 77.26). Further sd1 values were showed that Meerut college students have higher variance as compared to N.A.S college students.

Graphical representation of mean score on social media addiction of Meerut College Meerut (M.C.M) and other (N.A.S) college students



5. INTERPRETATION

The findings from this study suggest that social, political, and economic technological changes at the micro-level can have substantial implications for the measurement of social media addiction among college students. Irrespective of their gender when we compare college students (Meerut College & N.A.S College). It was found that Meerut college students have more social media addiction as compare to N.A.S College. But the statistical value was not found significant as the scientific level of significance. Thus our first hypothesis was rejected. More or less some results were obtained on

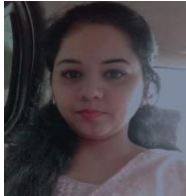
gender. Both girls and boys were not statistically found significant. But interaction effect was found significant between college and gender at 0.01 level of significance. Here our third hypothesis was selected. Cumulatively influencing social media addiction. This can be explained based on the interaction graph between these two variables. From the graph, it can be concluded that Meerut college boys have more addiction to social media as compared to N.A.S College. While among girls, N.A.S College has more addiction to social media as compared to Meerut college girls. This phenomenon is reflected in our interaction graph. This study is supported by Xiaolei Liu et.al. (2010) Internet use and Internet Addiction Disorder among medical Students: A Case from China. This study collected sampling 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 study also found that addiction in males is greater than in females. Mishra, Yadav, and Bisht (2005) "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. Based on our results or findings we can conclude that social media addiction is a type of behavioural disorder in which teens and young adults became enthralled by social media and are unable or close their negative consequences and severe drawbacks, such as they are losing their relationship, friendship, decrease physical social engagement also media have a negative impact at school and college. Even some social media addiction may decline self-esteem, feeling of anxiety, depression, and deterioration of mental and physical activities. It increases somehow aggression and violent behavioural among young adults, it also helps to deteriorate not only emotional disturbances but academic performance and other plans. In this respect, the present research paper has applied an educational application in the sense that we can help our teens and young adults to remain away from social media by adopting some intervention strategies such as good hobbies, mediation, yoga spiritual activities, counterbalancing techniques, catharsis, etc. prepare individual to cope with their trouble, rather than providing escapism. Thus these psychological methods help to improve mental and physical health. Students should also follow these guidelines to avoid social media addiction such as turn on notifications, limit themselves on media, developing new hobbies, check-in with friends and family members. Make it a treat thus, by adopting all these strategies we can help our students to remain away from social media addiction.

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