



Original Article

Social media addiction among people in modern world

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Abstract

Background and Aim : Extended use of social media has led to increased “INTERNET ADDICTION, CYBERBULLYING, SLEEP ADDICTION.” According to the egocentric construction, social media allows individuals to present themselves with positivity that may “raise their spirits” (enhance their mood state). In recent decades, with the development of information technology, especially with the rapid proliferation of Internet-based social media, the way of interpersonal communication has drastically changed. Hence, the aim of the study is to evaluate the social media addiction among people in the modern world. **Materials and Methodology:** Data collection was done by a semi-structured schedule. This tool has a section about sociodemographic details and their addiction toward the Internet. The study questionnaire was distributed through Google Forms to the adolescents and youngsters. It takes around 15–20 min to fill the form. Only fully filled questionnaires were considered for analysis. Data were entered in Microsoft Excel spreadsheet and analyzed using SPSS software (version 21). **Results:** Our study results reported that 62% of the people are known to be social media addicted and 38% are found to be social media depressed. About 80% of social media has positive impact and 20% has negative impact in their daily life. It was also found that 77% of people have good impact on their academics and 23% have bad impact because of using social media. **Conclusion:** The Internet is both good and bad such as any other source of information, we must be clear that, the Internet is truly an amazing tool and the resources must be used with some responsibility and integrity

Keywords: *Addiction, facebook, internet, social media, instagram, twitter*

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INTRODUCTION

Social media is no doubt an innovation that influences the modern world. We are living in the information era, where Internet has become an important tool, that furnishes a new path of accessing, interacting, and connecting with people. Social media is known as a “GLOBAL CONSUMER PHENOMENON” with an exponential rise for its usage within the past few years.^[1]

Social medias are virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on their shared interests, but it has minimized face–face interaction. The first social networking site was launched in 1997, based on the idea where everybody is linked with everybody else through six degree of separation, initially referred to as “SMALL WORLD PROBLEM.”^[2] The most used search engine in the world is “GOOGLE,” it was founded in 1998. “FACEBOOK” has maximum users worldwide, it was launched in February 2004. “YOUTUBE” services were created in February 2005. “WHATSAPP” was founded in 2009. “INSTAGRAM” was launched in 2010.

In the past few decades, there has been an explosive growth of Internet use, not only in INDIA but also worldwide. “KIMBERLY YOUNG” has reported Internet addiction for the first time, stated a new type of addiction as “alcohol addiction.”^[3] Internet addiction among students adversely affects their mental, physical, and social health. Addiction is often referred to as dependency that leads to tolerance “A state at which a person needs larger and more regular amount to receive the same magnitude.”^[4]

According to psychologists, due to Internet addiction, students suffer from “DISCOMBOBULATION.” The term “Discombobulation” is a feeling of distress or anxiety when the brain is unable to gain immediate information access.^[5] This condition can increase brain activity and blood pressure level. Students are developing dependence on the Internet more than others in the society. This may be due to many factors such as students have proper time to access the Internet, students’ psychological and developmental characteristics, limited parental supervision, Internet helps in their assignments or projects, etc.

Hypothetically, the appeal of social networking sites may be traced back to its reflection of today’s individual culture, which is egocentric sites.^[6] Extended use of social media has led to increased “INTERNET ADDICTION, CYBERBULLYING, and SLEEP ADDICTION.”^[7] According to the egocentric construction, social media allows individuals to present themselves with positivity that may “raise their spirits” (enhance their mood state). In recent decades, with the development of information technology, especially with the rapid proliferation of Internet-based social media, the way of interpersonal communication has drastically changed. With this background in this study, we tried to find the addiction of the modern world toward social media.^[8]

MATERIALS AND METHODS

Across-sectional study was carried out among 270 participants during a span of 3 months (July 2020 to September 2020). The study was conducted as an online survey through Google Forms.

Study area

Tamil Nadu and Puducherry.

Participants

This study covered around 252 people (aged 16–30 years having access to the Internet).

Purpose of the research

The main purpose of the study is to highlight the importance of social media and users' knowledge of being influenced by it in our day-to-day lifestyle.

Survey methodology

Data collection was done by a semi-structured schedule. This tool has a section about sociodemographic details and their addiction toward the Internet. The study questionnaire was distributed through Google Forms to the adolescents and youngsters. It takes around 15–20 min to fill the form. Only fully filled questionnaires were considered for analysis.

The tools used in the study were as follows:

1. The first section of semi-structured schedule contained demographic details such as the purpose of using the Internet (i.e.,) for education, entertainment or social networking, and Internet access timing section
2. In second section, the severity of self-reported compulsive use of Internet addiction data was collected.

Inclusion criteria

The main target group is adolescents and youngsters who belong to the age group of 16–30 years.

Exclusion criteria

Adults and elders are not included in the study.

Statistical analysis

Data were entered in Microsoft Excel spreadsheet and analyzed using IBM Corp. Released 2012. IBM SPSS Statistics for Windows, Version 21.0. Armonk, NY: IBM Corp

RESULTS

In the present study, a total of 252 people participated, of which 154 were females (61%) and 98 were males (39%). In Table 1, on gender comparison, females (82.5%) were more prone to have a habit of checking social media before going to or getting out of bed than males. Females (80.5%) do not visit their social networking sites without specific goals in mind. Males (46.9%) had more friends on social networking sites than in their real life. It's $P = 0.001$ hence it is statistically not significant. Males (48%) stay up late or get up early to spend more time on social media than females (35.7%). Males (49%) felt that they could live without Internet than females (41.6%). Females (31.2%) ignored their responsibilities than males (30.6%) on using social media.

Females (75.4%) agreed that the usage of social media leads to less emotional bonding than males (67.3%). Males (57.1%) felt that social media had influenced their choice of profession. In Table 2, females (19.5%) had often experienced comments on spending more time on social media. On the other hand, male (14.3%) had very often experienced their comments than females (9.1%). Males (41.8%) rarely used their social media platform for referring the health problems. Where females (41.6%) often used social media for referring their

health problems. Females(67.5%) neversaid no to their activityon using social media than males (60.2%). Figure 1 indicatethe frequency of accessing social media profile, which showsthat nearly two-third (83%) of people uses daily, 9% of peopleuses monthly, 7% uses it weekly, and 1% uses it fortnightly.Figure 2 indicates the reason for accessing social media, nearlythree-fourth (92%) of people uses it during free times, 3% during meals, 2% during a special occasion, remaining 3% uses whileat school/work.

Figure 3 indicates the time spend on social media per day, more than two-third (59%) of people uses it for4%–7 h, 29% uses it for <1 h, 8% uses it for 8%–12 h, and 3%uses it for the whole day. Figure 4 indicates that 48% of peopleuses social media to keep in touch with friends and family, 45%uses it just for fun and entertainment, 3% uses it for buying andselling the products, 2% uses it for finding employment, andremaining 2% is to be “in” because its popular now a days. Figure 5 indicates the duration of using social media, more than two-third (58%) uses it for more than 4 years, 26% usesit from the past 2 years, 8% uses it from the past 6 months, and remaining 8% uses it for less than a month.

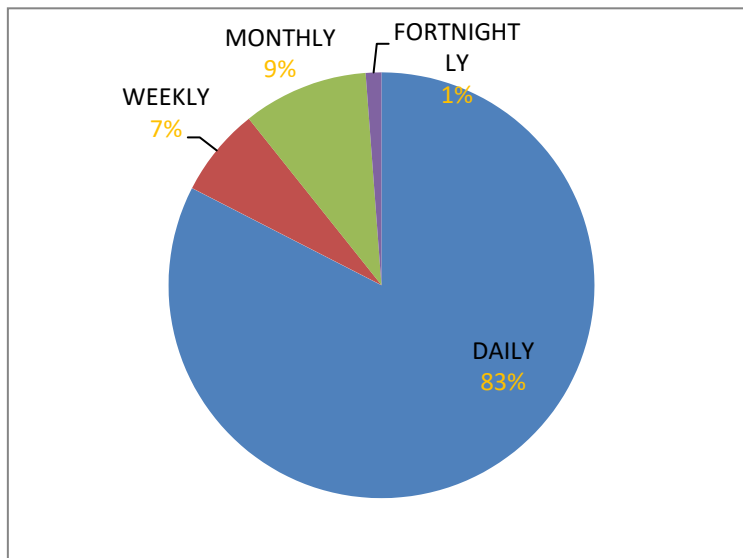
Figure 6 indicatesmost preferred social media, about 49% uses INSTAGRAM,41% uses WHATSAPP, 8% uses FACEBOOK, and 2% usesYOUTUBE. Figure 7, represents that about 62% of the peopleare known to be social media addicted and 38% are found to besocial media depressed. Figure 8, indicates that about 80% of social media has positive impaction and about 20% has negative impaction in their daily life. Figure 9, indicates that about 77%of people have good impact on their academics and 23% havebad impact because of using social media.

Table 1: Social media addiction among male and female

	Male		Female		P
	Yes	No	Yes	No	
Do you have a habit of checking social media before going to bed (or) before you get out of bed?	78 (79.6)	20 (20.4)	127 (82.5)	27 (17.5)	0.620
Do you visit your social networking sites with no goals (or) specific purpose in mind?	73 (74.5)	25 (25.5)	124 (80.5)	30 (19.5)	0.528
Do you have more friends on your social networking sites than you do in your real life?	46 (46.9)	52 (53.1)	41 (26.6)	113 (73.4)	0.001*
Do you ever stay up late or get up early to spend more time on social media?	47 (48)	51 (52.0)	55 (35.7)	99 (64.3)	0.142
Do you think you can live without internet?	48 (49.0)	50 (51.0)	64 (41.6)	90 (58.4)	0.298
Have you ever ignored your responsibilities because of using social media frequently ?	30 (30.6)	68 (69.4)	48 (31.2)	106 (68.8)	1.000
Do you agree that the usage of social media leads to less emotional bonding in your life?	66 (67.3)	32 (32.7)	116 (75.4)	38 (24.7)	0.383
Do you feel using social media influences your choice of profession now a days?	56 (57.1)	42 (42.9)	87 (56.5)	67 (43.5)	1.000

Table 2: Effects of social media addiction among the study subjects.

	Male			Female			P		
	Never	Often	Very often	Rarely	Never	Often	Very often	Rarely	
Has anyone ever commented on how much time you spend on social media?	33 (33.7)	14 (14.3)	14 (14.3)	37 (37.8)	84 (33.1)	44 (19.5)	28 (9.1)	96 (38.3)	0.495
Whether you have used the social media platform for referring your health problems?	21 (21.4)	16 (16.3)	20 (20.4)	41 (41.8)	57 (23.4)	80 (41.6)	34 (9.1)	81 (26.0)	0.000
Have you ever said no to an activity with your family or friends because of social networking sites?	59 (60.2)	22 (22.4)	-	17 (17.3)	104 (67.5)	32 (20.8)	-	18 (11.7)	0.376

**Figure 1 : Frequency of accessing social media profile**

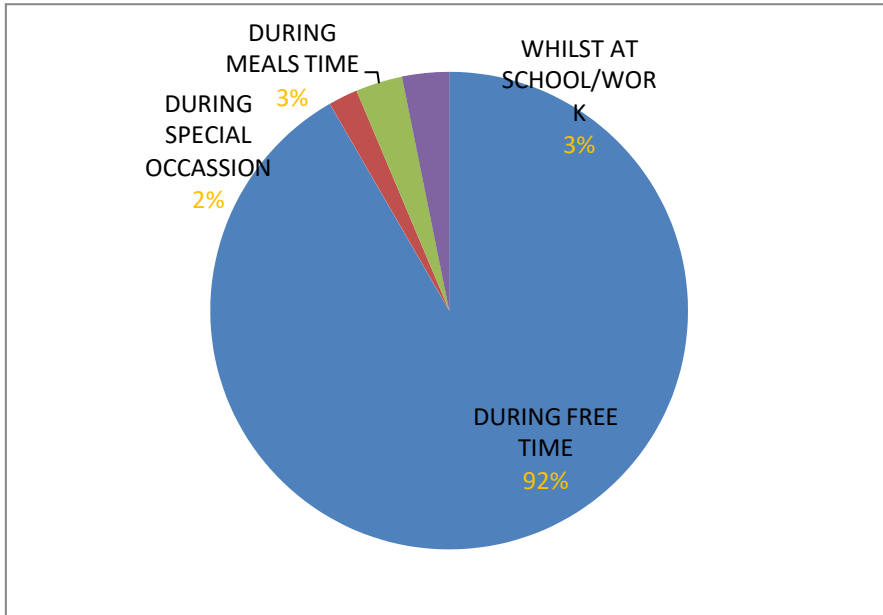


Figure 2 : Reasons for accessing social media profile

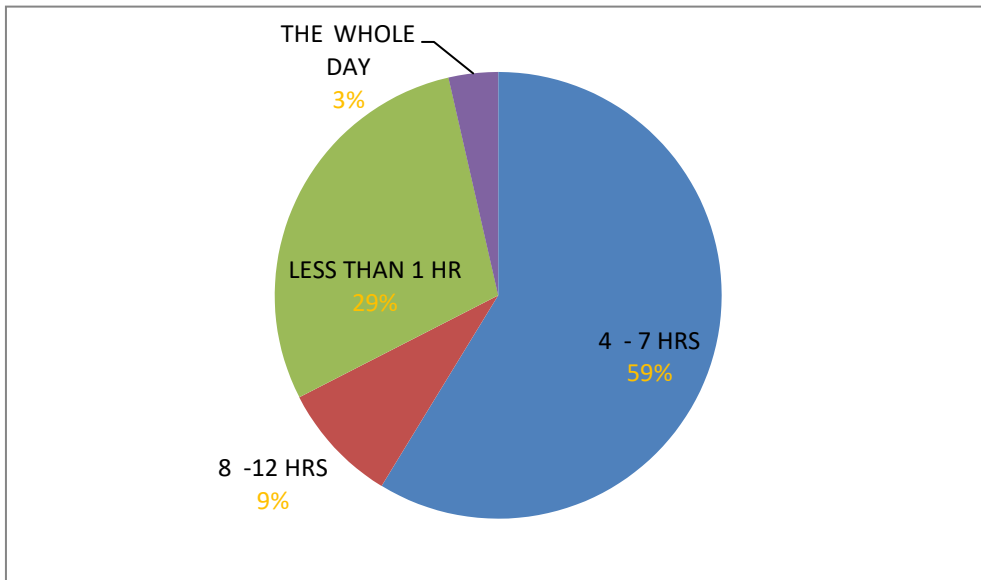


Figure 3: Time spent on social media per day

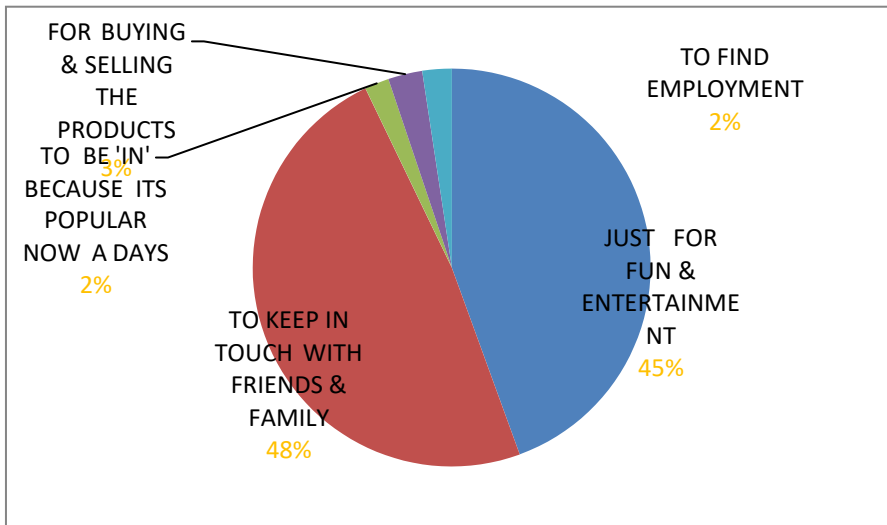


Figure 4: Reasons for using social media

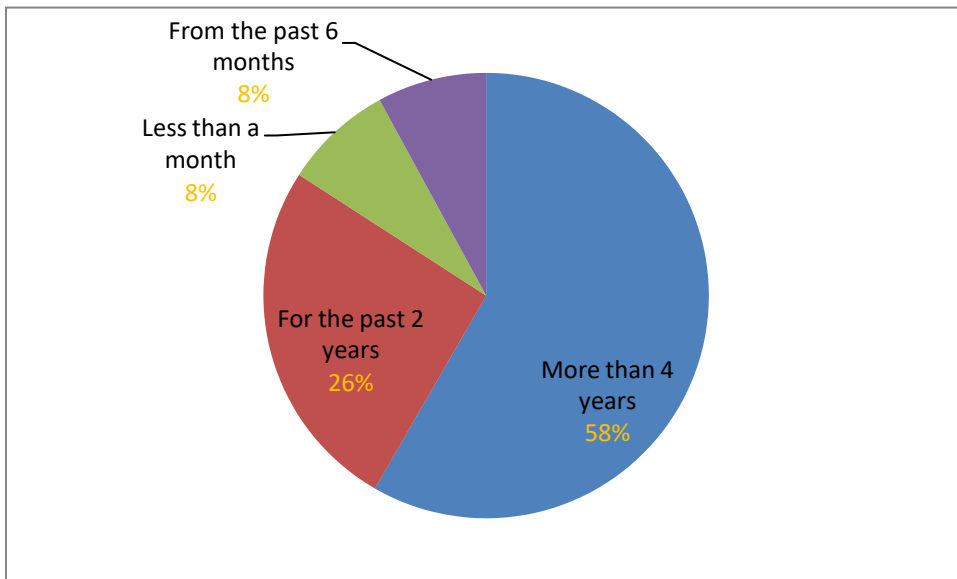


Figure 5: Duration of social media use

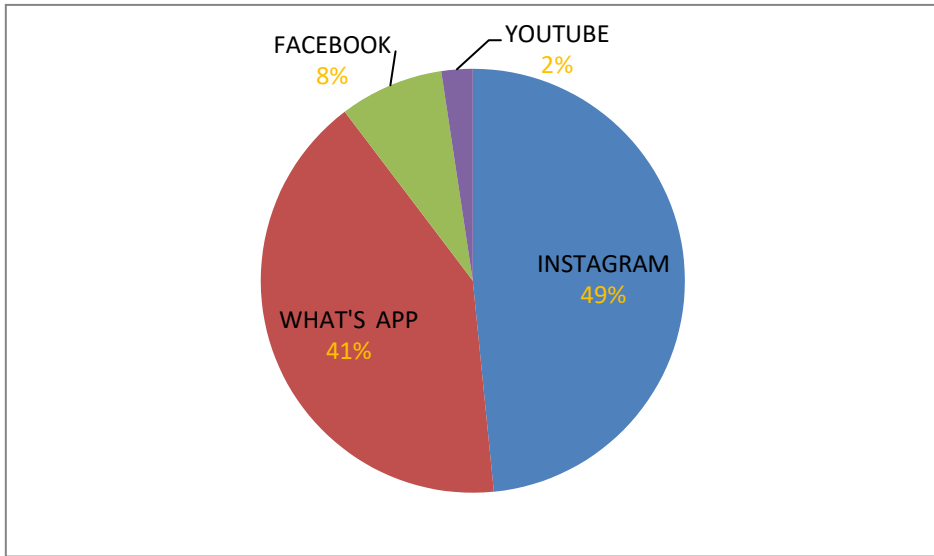


Figure 6: Most preferred social media

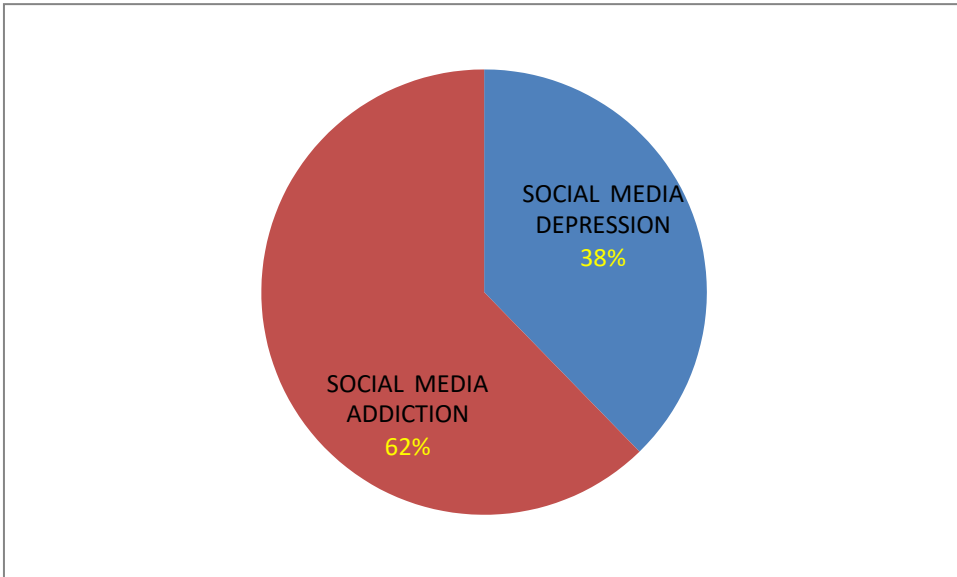


Figure 7: Self perception of social media addiction

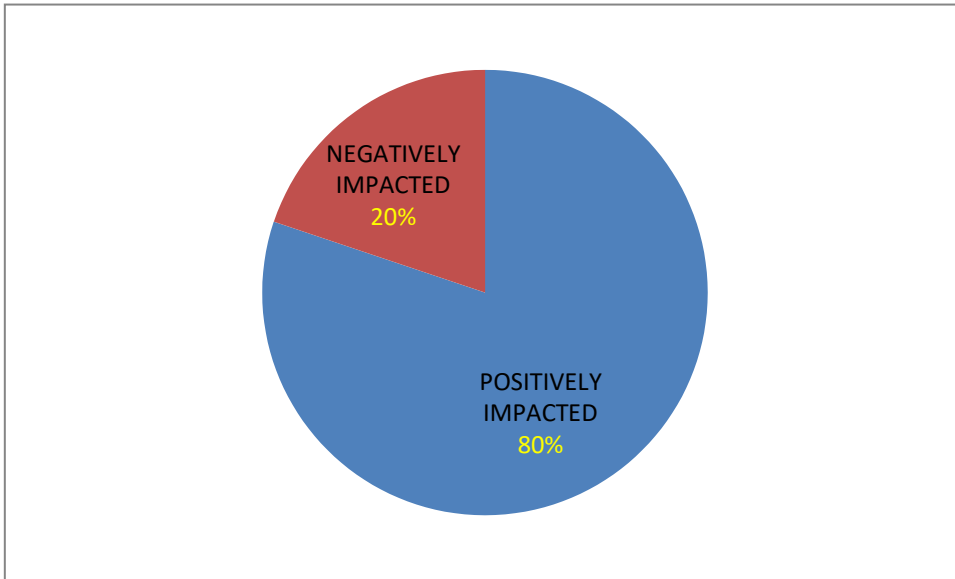


Figure 8: Impact of social media in life

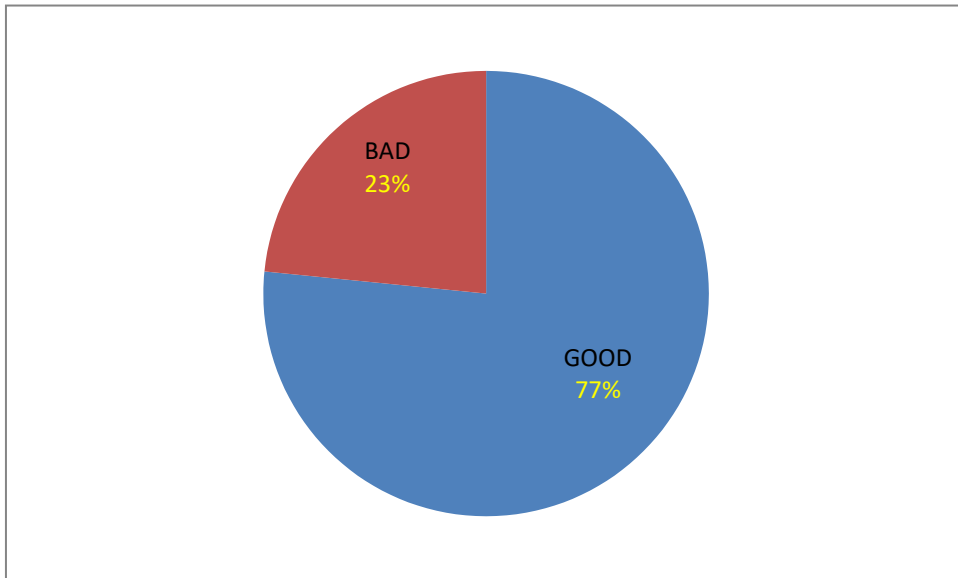


Figure 9: Impact of social media addiction

DISCUSSION

Several studies have been conducted regarding the risk factors of using social media in this world. In this study, we had tried to examine the addiction of modern people toward social media mainly during this pandemic. Social networks on Internet are global phenomena that offer the potential to become part of, make use of, and collective intelligence.

In this analysis, a larger portion of study participants was females (61%). Overall, social media usage pattern differs between gender. Females appear to use social media to communicate with members of their peer group, whereas males appear to use them for the purpose of social compensation and social networking sites games (online games). Rather than seeking emotional support, individuals use this medium to communicate and stay in touch not only with family and friends but also with more distant acquaintances with the potentially advantageous environment. Females are more conscious on making friends in social media than males.

Youngsters feel that some of the social networking sites are very interesting to communicate for establishing network by replacing real-life relationships with virtual ones, but excess use of the Internet adversely affects one's physical, mental, and social well-being. People use the Internet excessively to cope with everyday stressors. In this study, about 62% of them are addicted to social media usage. Eighty percent of them had a positive impact with 77% of good academic performance in their life. These findings were found to be similar to the study done by Gedamet *al.*^[9]

Since this is a pandemic, every individual is in need of Internet facility to run their daily life. There is no age limit for using it. Youngsters are more prone of using it during this COVID pandemic for their academic activities. This situation mainly leads people to be addicted to social media. Gayathri *et al.*^[10] reported that shows an association between the high level of Internet addiction and poor sleep quality.

CONCLUSION

Internet is a good and easy source for gaining knowledge and giving the opportunity for social connectedness. Social media has become an integral part of our life. Without Internet, we cannot envisage our life. On the basis of available information, Internet usage is not a problem, but people who use specific sites such as FACEBOOK, INSTAGRAM, YOUTUBE, etc., are merely in the stage of addiction. If a person is aware about his/her addiction, it is not always easy to get rid of it. It was observed that in this study that the majority of the people felt stressed out due to excessive Internet usage. Internet is both good and bad such as any other source of information, we must be clear that the Internet is truly an amazing tool and the resources must be used with some responsibility and integrity.

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Nil.

CONFLICT OF INTEREST

There are no conflicts of interest.

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