

Social media addiction among high school students

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ABSTRACT

In this hi-tech, screen-filled modern world, students are not using social media sites only at home on a computer; they are also using these sites via their cell phones. Hence, the study aims to measure the prevalence of Social Media Addiction in 231 High School Students (102 males and 129 females) in Tirupur and Namakkal Districts, Tamil Nadu, India. It is found that Social Media Addiction is moderate in Majority (52%) of the overall sample. Low Social Media Addiction is seen in 40% of the sample. Gender, type of school and type of family have not significantly influenced social media addiction. Majority of the sample use social media for 1 or 2 hours per day and 24% of the sample spend more than 2 hours daily. Majority of the students (52%) use their mobiles for sending messages to their friends and relatives. 33% of the sample use it for accessing social media. 35% of the sample use Facebook as the common social media platform. It is clear that the samples have reported to use social media sites frequently and for more hours in a day.

Keywords: *Social Media Addiction, Gender, Type of School, Type of Family, High School students.*

In this hi-tech, pre-armageddon, screen-filled modern world, social media is all pervasive. It has sucked us in. It is the new God. We are now its slave (Newman, 2018). Checking and scrolling through social media has become an increasingly popular activity over the last decade (Hilliard, 2019).

Having near-constant mobile access provides opportunities for access to the Internet from any location, anonymous communication, instant sharing of information, and quick ways to take and share photos. Students are not using social media sites only at home on a computer; they are also using these sites via their cell phones. Most of the present generation youth are killing their valuable time by spending on social media sites. The increase in the frequency of the usage of social media sites make people get addicted to it. It might be physical, mental and psychological or a combination of all.

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 devoting so much time and effort to social media that it impairs other important life areas (Hilliard, 2019). This leads to a behavioral change that is characterized by an

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uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas (AddictionCenter.com, 2019).

Nowadays, using social media has become a fashion for college students. Many students have various forms of technological devices for their academic and personal usage. Social media addiction may have a deleterious effect on the physical health, psychological health, and behavioural problems for users in their formative years. Off late, blue whale has emerged as a dangerous social media tool which is being blamed for deaths of adolescents and endangered the lives of teenagers.

Scope of The Present Study

As students are being addicted to social media, they tend to get influenced and this becomes a serious problem, for this could negatively impact the student's behavior which is evident in their actions in academic areas. Undeniably, the magnitude of the use of these various platforms has become a cause for concern in recent times. Understanding the causes, consequences, and remedies of social media addiction is thus of paramount importance. Hence, it is necessary to study the pattern of social media usage among students as they are the vulnerable group. This study is limited to high school students in Tirupur and Namakkal. Also, this study will examine the various social media sites used frequently by the students.

Statement of The Problem

The study aims to measure the prevalence of Social Media Addiction in High School Students in Tirupur and Namakkal Districts, Tamil Nadu, India.

Objectives of The Study

1. To assess the level of Social Media Addiction of the selected High School students.
2. To examine the differences in the level of Social Media Addiction with regard to gender, type of school and type of family in the selected High School students.
3. To find out the frequency of usage, type of social networking sites and the purpose for which the High school students use Social media.

Hypotheses

1. There will be a proportionately higher percentage of the selected sample having High Social Media Addiction.
2. There will be significant differences in Social Media Addiction of the sample with regard to their gender, type of school and type of family.
3. There will be a significant proportion of the sample using social media for a longer period of time and for the purpose of chatting with friends and watching movies.

Respondents

The respondents are 231 high school students (102 males and 129 females) studying in both Private and Government schools in and around Tirupur and Namakkal districts. Their age range was between 12 to 16 years.

Research Design

The study is a Descriptive Research, using a single group pre-test design.

Sampling Design

The researcher adopted Non-Probability Sampling method for the study. In Non-Probability sampling, Convenient sampling was used to collect the data. A convenience sample is a type

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of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach (Saunders, Lewis and Thornhill, 2012).

Tools for Data Collection

The researcher administered the Social Media Addiction Scale (Cengiz Sahin, 2018). The researcher also measured the personal and Demographic profile of the respondents, their family member details, Occupation, Educational qualification and working condition of their family members.

Procedure for Data Collection

Initially, the researcher obtained permission from the various school authorities and the students were explained the purpose of the study. Those who gave their willingness to participate in the study alone were contacted further for data collection. The questionnaire was circulated among 300 students who reported to be using smartphones. Out of the 300, 273 questionnaires were filled and returned back from the respondents. Among that 273 forms, 42 half-filled questionnaires were removed and finally, there were 231 respondents as the final sample for the study.

Data Analysis / Interpretation/ Statistical Design

The objectives and the hypotheses of the study were analyzed using percentage analysis, mean, standard deviation, Correlation and ANOVA.

RESULTS AND DISCUSSION

Table I Level of Social Media Addiction of The Overall Sample (N = 231)

Level of social media addiction	Frequency	Percentage
High	19	8
Moderate	119	52
Low	93	40

It is observed from the above table that the Social Media Addiction is moderate in Majority (52%) of the overall sample. Therefore, the hypothesis, "There will be a proportionately higher percentage of the selected sample having High Social Media Addiction" is rejected. Low Social Media Addiction is seen in 40% of the sample. 8% of the high school students have High Social Media Addiction. These students seem to spend a lot of time on social media every day because of the unlimited availability of the Internet facility. They also reported to have high level of boredom and did not utilize their time for studies or social relationships. For these people, social media use provides continuous rewards which they are not receiving in real life.

Table II: Mean Difference In Social Media Addiction Of The Male And Female Sample

Gender	Number	Mean social media addiction	Standard Deviation	F- value
Males	109	51.0882	10.7649	0.04339 NS
Females	122	50.7752	11.7774	

NS=Not Significant

It is noted from Table II that the mean social media addiction of the male (M=51.0882) and the female (M=50.7752) sample is Average. The mean difference in social media addiction

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scores ($F=0.04339$) is not statistically significant at 0.05 level. Therefore, the hypothesis, “There will be a significant difference in Social Media Addiction of the sample with regard to their gender” is rejected. It is understood that, in this study, males and females do not have significant difference in their social media addiction.

Table III: Mean Difference in Social Media Addiction Of The Government And Private School Sample

Type of school	Number	Mean social media addiction	Standard deviation	F-value
Government	130	50.5769	11.5348	0.27536 NS
Private	101	51.3663	11.0876	

NS=Not Significant

The table above indicates that the type of school in which the samples are studying have not influenced their social media addiction. Therefore, the hypothesis, “There will be a significant difference in Social Media Addiction of the sample with regard to their type of school” is rejected. The social media addiction of the sample in both the type of schools is Average. Hence, it is proven from the above result that whether students are studying in Government or in Private schools, social media addiction remains the same.

Table IV: Mean Difference in Social Media Addiction Of The Sample From Nuclear And Joint Family

Type of Family	Number	Mean social media addiction	Standard deviation	F-value
Nuclear	187	50.5241	11.5402	1.21399 NS
Joint	44	52.6136	10.3051	

NS=Not Significant

The table shows that the mean social media addiction of the students from nuclear family is 50.5241 and that of the joint family is 52.6136, both of which represent Moderate Addiction. The mean difference is very minimum and so, it is understood that the type of family has not influenced the social media addiction of the sample of this study. Therefore, the hypothesis, “There will be a significant difference in Social Media Addiction of the sample with regard to their type of family” is rejected. Whether students are living in nuclear or joint families have no influence on their social media addiction.

Table V: Hours of Usage Of Social Media Of The Sample

Hours of Usage	Type of usage	Frequency	Percentage
Less than 30 minutes	Less usage	58	25
1 or 2 hours	Moderate usage	117	51
More than 2 hours	Heavy usage	56	24

The table above reflects that mobile phones play a very inevitable and integral role in the life of high school students. Gone are the days when students would pull out a book or newspaper

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for gathering information. Even when there's no pressing reason, students of this study have represented that they whip out their phones at any spare moment. It is evident that 51% of the sample use social media for 1 or 2 hours per days and also, 24% of the sample spend more than 2 hours daily. Therefore, the hypothesis, "There will be a significant proportion of the sample using social media for a longer period of time" is accepted. These people just do not understand the value of time and easily use it for social media browsing and chatting. It can be correlated with their lesser number of hours spent for studying. It is noted that only 25% of the sample spend only less than 30 minutes for their social media.

Table VI: Purpose for Which Mobile Is Used Among The Sample

PURPOSE	FREQUENCY	PERCENTAGE
For sending messages	119	52
For using social media	76	33
For playing games	60	26
For study purpose	33	14
For making calls	29	13
For taking photos	2	1

It is observed from the table that majority of the students (52%) use their mobiles for sending messages to their friends and relatives. 33% of the sample use it for accessing social media and 26% use it for playing games. It is noted that these students are developing a strong connection with their mobile phones, which is leading to a massive loss in their concentration and time spent in studies. These students reported that they get stressed if they do maintain a proper communication level with their friends and relatives on phone.

Table VII: Type of Social Media Account of The Sample

TYPE OF SOCIAL MEDIA ACCOUNT	FREQUENCY	PERCENTAGE
Facebook	81	35
Instagram	59	26
WhatsApp	58	25
No account	53	23
Tik Tok	51	22
Snap chat	14	6

It is seen that 35% of the sample use Facebook as the common social media platform per day. 26% of the sample use Instagram social media sites per day for gathering information and for chatting. It is made very clear that, in today's world, a student's life cannot be imagined without Facebook, YouTube, Instagram, WhatsApp, LinkedIn or Twitter accounts and other online handles. WhatsApp Social media is being by 25% of the sample. It is very surprising to note that 23% of the students of this study do not have any social media account.

Major Findings

1. Social Media Addiction is moderate in Majority (52%) of the overall sample. Low Social Media Addiction is seen in 40% of the sample. 8% of the high school students have High Social Media Addiction.

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2. The mean difference in social media addiction scores ($F=0.04339$) among the two genders is so narrow and also, it is not statistically significant at 0.05 level.
3. The type of school in which the samples are studying have not influenced their social media addiction. The social media addiction of the sample in both the type of schools is Average.
4. The type of family has not influenced the social media addiction of the sample of this study since the mean difference is very minimum.
5. It is evident that majority of the sample use social media for 1 or 2 hours per days and also, 24% of the sample spend more than 2 hours daily.
6. Majority of the students (52%) use their mobiles for sending messages to their friends and relatives. 33% of the sample use it for accessing social media and 26% use it for playing games.
7. 35% of the sample use Facebook as the common social media platform per day. 26% of the sample use Instagram social media sites per day for gathering information and for chatting.

CONCLUSION

The findings of the study help us to conclude that Social Media Addiction of the sample of this study is Moderate. At the same time, it is clear that the sample of the study have reported to use social media sites frequently and for more hours in a day. The time spent for studies is very less. Demographic variables like gender, type of family and type of school in which the students are studying do not have any influence over their social media addiction. The study findings make the researcher to suggest ways and means for the students, their parents, college administrators and teachers to limit the usage of social media and to utilize time effectively for studies.

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Conflict of Interest

The author declared no conflict of interests.

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