

Shyness Correlates of Instagram Addiction among College Students

Lancy D'Souza^{1*}, Ranganatha, P.R.²

ABSTRACT

The present study assesses the relationship between the shyness and Instagram addiction among college students studying in Mysuru city. A total of 400 students were randomly selected from few colleges of Mysuru city. Shyness Assessment Test (D'Souza, 2006) and Test for Instagram addiction (TIA) (D'Souza, Samyukta & Bivera, 2018) were administered to a sample of 400 college students. Shyness of students was measured in 3 domains and Instagram addiction in 6 factors. Data were subjected to product moment correlation and stepwise multiple regression to find out the relationship between shyness and Instagram addiction, including the domains of shyness which predict Instagram addiction. Results revealed that Most of the factors of Instagram addiction including total Instagram addiction scores correlated positively and significantly with all the domains of shyness and total shyness scores. Two domains of shyness- physiological and action oriented domains best predicted the Instagram addiction to an extent of 9.4%.

Keywords: Facebook Addiction, Shyness, College Students

Today, due to massive invasion of digital technology, people are becoming more virtually active and connect to people. One of the major impacts of this is loss of direct face to face contacts, reduced social interactions and so on. This process may lead to shyness or social anxiety among youngsters. Shyness is becoming more interesting variable in the field of Psychology and has been explored by social and personality psychologists in detail. Shyness frequently involves negative self-evaluations, social avoidance and withdrawal. The experience of shyness among individual may be seen at cognitive, affective, physiological and behavioural levels in combination or alone. Today, one of the major problems faced by the students is shyness, which may affect their progress in all domains of their life. Studies done in India have revealed that shyness has negative influence on performance (D'Souza, Singh & Basavarajappa, 1999), increased fear (D'Souza, Gowda & Gowda, 2006), decreased happiness (Sreeshakumar, Nagalakshmi, D'Souza, 2007), increased maladjustment (D'Souza & Urs, 2001) and shy adolescents had higher need for guidance in social, educational and

¹ (Associate Professor of Psychology, Maharaja's College, University of Mysore, Mysuru-570 005, India)

² (Assistant Professor of Psychology, Govt. First grade College for Women, Vijayanagar, Mysuru, Mysore-570 032, India)

**Responding Author*

Received: April 4, 2018; Revision Received: November 14, 2018; Accepted: November 20, 2018

© 2018 D'Spuz. L. & Ranganatha, P. R; licensee IJIP. This is an Open Access Research distributed under the terms of the Creative Commons Attribution License (www.creativecommons.org/licenses/by/2.0), which permits unrestricted use, distribution, and reproduction in any Medium, provided the original work is properly cited.

total guidance needs (D'Souza, Urs, & Jayaraju, 2008), increased academic stress (D'Souza, 2015). Individuals who were affected by shyness might use social networking sites, which provide them safer social interactions. Emily et al (2009) observed that shyness and quantity of time spent on Facebook are highly related, thus having positive attitude towards Facebook.

Very recently, a report by Royal Society for Public health (RSPH, 2018), revealed following dangerous facts-an alarming 91% of the youngsters aged between 16-24 years using the Internet for social networking. The addiction to social media is more than addiction to cigarettes and alcohol. Use of social media has a direct connection in increased anxiety, depression and poor sleep (D'Souza, Samyukta, & Tejaswini, 2018). Almost 70% of the individuals experienced cyber bullying. According to Cramer (RSPH, 2018) "Social media has become a space in which we form and build relationships, shape self-identity, express ourselves, and learn about the world around us; it is intrinsically linked to mental health." Studies done earlier have clearly come out with the conclusion that individuals tend to addict to internet in general. After the introduction of several social networking sites, the addictions could be specific to social networking sites like Facebook, Whatsapp, twitter, LinkedIn, etc. Since student community uses more Facebook and Instagram now a days, the present study aimed to find out whether shyness has any role in Instagram addiction, very minimal research has been done in this area. This study investigates how various domains of shyness contribute to Instagram addiction. It is hypothesized that shyness does contribute to Instagram addiction, and there will be specific predictors of shyness to Instagram addiction.

METHODOLOGY

Sample:

Sample The sample for the study was selected from various colleges of Mysuru city. A total of 400 undergraduate college students studying in Arts, Science and commerce disciplines were randomly selected, who were using Instagram. They were distributed with questionnaires-both shyness assessment test and Test for Instagram addiction along with demographic details.

1. Shyness Assessment Test (SAT):D'Souza (2006).

Shyness Assessment Test (SAT): Shyness Assessment Test developed by D'Souza (2006), It consists of 54 items and requires the subject to indicate his/her response by marking Yes, or No. If the answer is 'yes', further, the participant has to indicate one of the three levels-low, medium or high. The items in the test pertain to three domains of shyness-Cognitive/Affective (32 items), Physiological (11 items) and Action oriented (11 items). The reliability index ascertained by split half (odd-even) method and Cronbach's alpha coefficient for the scale as a whole were found to be 0.735 and 0.812 respectively.

2. Test for Instagram Addiction (TIA). D'Souza, Samyukta and Bivera (2018)

TIA is developed by D'Souza, Samyukta and Bivera in the year 2018. It contains 26 statements, which measure Instagram addiction of the individual in 6 which included components like Lack of control, Disengagement, Escapism, Health and interpersonal troubles, Excessive use and Obsession. To be answered in 5 point Likert scale was used for scoring ranging from All the time (5), most of the time (4), sometime (3), once in a while (OW), rarely/never (1). To find out the reliability, the Cronbach's reliability test was done and the alpha value obtained for the total inventory was 0.931 and for various components varied from 0.680 to 0.863. Further, when item to total scores correlations were performed; all the correlation coefficients obtained through Pearson's product moment correlation techniques were found to be highly significant, indicating that the TIA has high reliability and validity. Even the correlation coefficients obtained between components were found to be highly significant.

Shyness Correlates of Instagram Addiction among College Students

Procedure:

Both the shyness assessment and test and Test for Instagram addiction were administered to the college going students by asking them to fill up the relevant demographic details. Later they were requested to answer both shyness assessment test and test for Instagram addiction scale. They were asked to indicate their responses in the respective sheets given to them. Once the data were collected, they were screened for completeness, scored and fed to computer. The data were analyzed using Pearson's product moment correlations and, stepwise multiple regression analysis.

Table 1 represent results of Pearson's product moment correlations between various domains of shyness and factors of Instagram addiction test., Table 2 shows results of stepwise multiple regression for total Instagram addiction scores by various domains of shyness.

RESULTS

Table 1, Results of Pearson's product moment correlation between domains of shyness and components of Test of Instagram addiction

Instagram addiction Test Components		Domains of shyness			
		Cognitive/ affective	Physio logical	Action oriented	Total
Lack of control	Correlation	.214	.034	.106	.182
	P value	.001	.504	.034	.001
Disengagement	Correlation	.232	.241	.153	.273
	P value	.001	.001	.002	.001
Escapism	Correlation	.225	.215	.200	.272
	P value	.001	.001	.001	.001
Health and interpersonal troubles	Correlation	.130	.269	.077	.194
	P value	.009	.001	.122	.001
Excessive use	Correlation	-.025	.249	.099	.089
	P value	.614	.001	.048	.076
Obsession	Correlation	.215	.115	.296	.259
	P value	.001	.022	.001	.001
Total TIA scores	Correlation	.254	.255	.225	.311
	P value	.001	.001	.001	.001

Note: N=200; df=198

Cognitive/affective domain of shyness correlated significantly and positively with factors of Instagram addiction like lack of control ($r=.214$; $p=.000$), disengagement ($r=.232$; $p=.001$), escapism ($r=.225$; $p=.001$), health and interpersonal troubles ($r=.130$; $p=.009$), obsession ($r=.215$; $p=.001$) and total Instagram addiction scores ($r=.254$; $p=.001$). As the shyness in cognitive domain increased, Instagram addiction in these factors and total scores also increased linearly and significantly. However, cognitive/affective domain of shyness did not correlate significantly with excessive use factor of Instagram addiction test.

Physiological domain of shyness found to be correlate significantly and positively with disengagement ($r=.241$; $p=.001$), escapism ($r=.215$; $p=.001$), health and interpersonal troubles ($r=.269$; $p=.001$), excessive use ($r=.249$; $p=.001$), obsession ($r=.115$; $p=.022$) and total Instagram addiction scores ($r=.255$; $p=.001$). As the shyness in physiological domain increased, Instagram addiction in these factors and total scores also increased linearly and significantly.

Shyness Correlates of Instagram Addiction among College Students

When action-oriented domain of shyness was correlated with factors of Instagram addiction and total Instagram addiction was analysed, this domain of shyness correlated significantly and positively with lack of control ($r=.106$; $p=.034$), disengagement ($r=.153$; $p=.002$), escapism ($r=.200$; $p=.001$), excessive use ($r=.099$; $p=.048$), obsession ($r=.296$; $p=.001$) and total Instagram addiction scores ($r=.225$; $p=.001$). As the shyness in action oriented domain increased, Instagram addiction in these factors and total scores also increased linearly and significantly.

Total shyness scores correlated significantly and positively with most of the factors of Instagram addiction. The correlation coefficients obtained between total shyness and lack of control ($r=.182$; $p=.001$), disengagement ($r=.273$; $p=.001$), escapism ($r=.272$; $p=.001$), health and interpersonal troubles ($r=.194$; $p=.001$), obsession ($r=.259$; $p=.001$), and total Instagram addiction scores ($r=.311$; $p=.001$). As the total shyness increased, face book addiction in these elements and total scores also increased linearly and significantly except for excessive use factor of Instagram addiction.

Table 2, Summary results of stepwise multiple regression or prediction of Conscientiousness from Instagram addiction.

Model	Variables Entered	Variables Removed	R	R Square	Adjusted R Square
1	Physiological domain	-	.255	.065	.063
2	Cognitive/affective domain		.314	.098	.094
Beta coefficients					
			Step 1	Step II	
1	Model 1		.255	.195	
2	Model 2		-	.193	

Regression analysis: When all the scores of 3 domains of shyness were regressed on Instagram addiction scores, stepwise multiple regressions revealed that only two domains of shyness were found to be the best predictors of Instagram addiction. The first domain entered into the equation was physiological domain with correlation of 0.255, squared R value of 0.065 and variance of 0.063. The second domain to enter into the equation along with action oriented domain was cognitive/affective domain with the combined correlation of .314, squared R value of .098 and variance of .094. In other words, both physiological and cognitive/affective domains of shyness contributed to 9.4% of the Instagram addiction among the present sample. The beta values for the first predicted model at step I and II were found to be 0.255 and 0.195 respectively and the beta value obtained for the second predicted model at second step was found to be 0.193.

DISCUSSION

Major findings of the study

- Most of the factors of Instagram addiction including total Instagram addiction scores correlated positively and significantly with all the domains of shyness and total shyness scores.
- Two domains of shyness- physiological and action oriented domains best predicted the Instagram addiction to an extent of 9.4%.

Shyness Correlates of Instagram Addiction among College Students

Present study clearly brought out the fact that shyness does influence Instagram addiction, as we found significant relationship between domains of shyness with most of the factors of Instagram addiction. Further, 2 domains of the shyness significantly contributed to Instagram addiction, which further highlights the role of shyness in prediction of the Instagram addiction among college students. Since physiological and cognitive/affective domains predicted Instagram addiction, one may infer the following. Shyness involves negative evaluation and rejection, worries, feelings of inferiority and insecurity may lead the individual to avoid social situations and hook on to Instagram. Physiologically too, increased heart rate, uneasy feelings, perspiration, blushing etc. may push the individual into more virtual world than reality. All the three domains of shyness and total shyness scores were related positively to disengagement, escapism, and obsession factors of Instagram addiction, which further strengthens our argument.

There are no direct studies to substantiate our findings as the attempts to study influence of shyness on Instagram addiction or usage. However, few of the studies related to addiction to related applications like Facebook, internet usage, etc., have revealed the similar findings. In a recent study by D'Souza, Ravi, Lakshmeesha and Singh (2018), it was found that cognitive/affective domain of shyness best predicted the Facebook addiction. Satıcı (2018) reported that Facebook addiction had significant indirect effect on subjective wellbeing through shyness and loneliness. Problematic internet usage was best predicted by introversion and neuroticism (Witte, Frank & Lester (2007), the directly the symptoms of shyness are correlating with problematic internet usage. A negative association between shyness and self-disclosure to Facebook friend was observed by Sheldon (2013). Those who were shyer spent more time on Facebook, but disclosed less. A positive relationship between Facebook usage and shyness was reported by Aydin, Muyan-Yılık, and Demir (2013). Huan, Ang, Chong and Choye (2013) in their research on adolescents found that loneliness completely mediated the relationship between shyness and generalized problematic Internet use. The potential negative effects of social media on health could be summarised as like increased anxiety and depression, poor sleep, negative body image, cyber bullying, Fear of missing out etc, as reported by the report of Royal Society for Public health (RSPH, 2018).

It is obvious that shyness and Instagram addiction are directly related to each other. Future researchers should aim at any other variable mediating between these like loneliness, self-esteem, inferiority etc. Shyness has its own negative consequences, which may affect the individual in future too. Therefore Psychologists, educationists and policy makers should seriously look into such issues, as the dependency of Youth on Instagram is quite alarming.

REFERENCES

- Aydin, G.S., Muyan-Yılık, M. & Demir, A. (2013). The Investigation of Facebook usage Purposes and Shyness, Loneliness. *Procedia - Social and Behavioral Sciences*. 93. 737-741. 10.1016/j.sbspro.2013.09.272.
- D Souza, L. (2006). *Shyness assessment test*, Mysuru: University of Mysore.
- D' Souza, L., (2015). Study on the relationship between shyness and academic stress among engineering students, *International journal of Psychology and psychiatry*, 3 (2), 9-14
- D'Souza, L., & Urs, G.B. (2001). Effect of shyness on the adjustment of high school Students, *Pakistan Journal of Psychological Research*, 16 (3-4), 85-94
- D'Souza, L., Singh, M. & Basavarajappa (1999). Influence of shyness on performance, personality and intelligence of students of physical education, *Psychological studies*, 44, 92-94.

Shyness Correlates of Instagram Addiction among College Students

- D'Souza, L., Gowda, H.M.R, & Gowda, D.K.S (2006). Relationship between shyness and fear among high school students. *Pakistan Journal of Psychological Research*, 21, 3-4, 53-60.
- D'Souza, L., Urs, G.B. Jayaraj, R. (2008). Relationship between shyness and guidance needs among adolescents. *Journal of Indian Academy of Applied Psychology*, 34, 317-322.
- D'Souza, L., Samyukta, A., & Bivera, T.J. (2018). Development and validation of test for Internet addiction (TIA). *International Journal of Indian Psychology*, 6 (3), 4-10
- D'Souza, L., Samyukta, A & Tejaswini, S.M.(2018). Relationship between Internet Addiction and Sleep Quality among Female Students, *International journal of Indian Psychology*, 6 (1), 83-88.
- D'Souza, L, Ravi, M, Lakshmeesh, D M & Singh, M (2018). Shyness Correlates of Facebook Addiction among College Students. *International Journal of Indian Psychology*, 6(3), 96-103. DIP:18.01.050/20180603, DOI:10.25215/0603.050
- Emily S. Orr, Mia Sisic, Craig Ross, Mary G. Simmering, Jaime M. Arseneault, and R. Robert Orr (2009). The Influence of Shyness on the Use of Facebook in an Undergraduate Sample. *CyberPsychology & Behavior*. Jun 2009. ahead of print <http://doi.org/10.1089/cpb.2008.0214>
- Huan, V.S., Ang, R.P., Chong, W.H., & Chye, S. (2014). The impact of shyness on Problematic internet use: The role of loneliness. *The journal of Psychology*, 148 (6), 699-715.
- RSPH (2018). Royal Society for Public health (RSPH, 2018). London: Royal Society for Public Health. <https://www.rsph.org.uk/uploads/assets/uploaded/62be270a-a55f-4719-ad668c2ec7a74c2a.pdf>
- Satici, S. A. (2018). Facebook Addiction and Subjective Well-Being: a Study of the Mediating Role of Shyness and Loneliness. *International Journal of Mental Health and Addiction*, 1-15. <https://doi.org/10.1007/s11469-017-9862-8>
- Sheldon, P. (2013). Voices that cannot be heard: Can shyness explain how we communicate on Facebook versus face-to-face? *Elsevier*, 29 (4), 1402-1407.
- Sreeshakumar H Y, Nagalakshmi, K N & D'Souza, L (2007). Shyness and happiness among high school students, *Psychological studies*, 52, 120-122.
- Witte, S. E., Frank, M. L., & Lester, D. (2007). Shyness, Internet Use, and Personality. *CyberPsychology & Behavior*, 10 (5). <https://doi.org/10.1089/cpb.2007.9964>

Acknowledgments

The authors profoundly appreciate all the people who have successfully contributed to ensuring this paper is in place. Their contributions are acknowledged however their names cannot be able to be mentioned.

Conflict of Interest

There is no conflict of interest.

How to cite this article: D'Spuza. L, & Ranganatha, P. R (2018). Shyness Correlates of Instagram Addiction among College Students. *International Journal of Indian Psychology*, 6(4), 23-28. DIP:18.01.043/20180604, DOI:10.25215/0604.043