

Social Media Addiction among College Girls: A Cross-Sectional Study

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ABSTRACT

The purpose of the present research investigation was to find out about social media addiction among undergraduate college girls. It is a cross-sectional study. The present study focused on faculty and religion of the college girls. The data was collected from Rampur (U.P) city proper by using stratified random sampling techniques. Total 150 students were selected for the study across faculty (arts & sciences) and religion (Hindu & Muslim). Social media addiction was measured through Social Media Addiction Scale Student Form (SMAS-SF) developed & standardized by Cengiz Sahin (2018). The data were analyzed with the help of ANOVA, Post HOC, and t-test all these statistical analyses are showing that neither religion nor faculty of study was found to be significant variables for influencing addiction toward social media among college girls. Through social media, addiction creates many opportunities and threats for students in various fields. Its negative impact on students creates many mental, physical, and behavioral problems. In this study, it was found that students from across religions (Hindus/Muslim) faculty of study (Arts/Science) were not significantly differed in their social media addiction behavior. Both the groups have more or less the same social media addiction. The present research investigation also suggested some psychological strategies to reduce habits of social media addiction and help motivate students for adapting creative and healthy methods to remain happy in their life. In this respect, the present research paper has applied application, particularly in educational institutions.

Keywords: Social Media Addiction, HSD Tukey method, Stratified random sampling

Online learning during the lockdown of corona pandemic forced many college students to live via internet and social media, with limited physical and social media activities outside the home, no physical activities; sports and other such physical and social activities forced students to spend more and more time with mobile phone and internet, social media addiction among students particularly among college students may worsen their normal student's life. Some studies conducted in recent years, especially during pandemic period suggested that most the students spent their precious as well as luxurious time on social media, which later on become addicted to this habit. Such addiction to media deteriorates students' mental, emotional and social health. Some earlier studies (Kirchner;

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Social Media Addiction among College Girls: A Cross-Sectional Study

Patino 2010) explained that religion always helps emotional life and tangible support that individuals want to receive from their religious community. (Debnam, 2012) explained that religiosity may help to reduced addictions on social media and help to bring out spirituality fulfillment by providing social and emotional support. Nowadays people all over the world can show excessive internet on social media and spent a great deal of time on internet, Facebook, WhatsApp groups, and other such means of social media, which have adverse effects on mental, physical, and emotional health of individual. (Andreason, 2015; kurs& Griffiths, 2017; Singh et al, 2020; Sumen & Evgin, 2021), etc conducted studies on social media sites addiction and its positive and negative impact on behavior. Halder & Hasan(2018) conducted correlational study between Hindu and Muslim students social networking addiction and attitudes towards the use of mobile phones. They found people spend lot of time with their mobile phones and social network site, furthermore, less similar results were obtained by Sara thomee (2018). She found that use of mobile phones disturbed mental health of subjects had more social media addiction while majority have mild addiction. In another study it was found that the most common problem among social media addiction subjects was strain on eyes (38.4%), anger 25.5% sleep disturbances 26%, being a male some habits such as smoking, alcohol, tobacco consumption, use of junk food were also found to be risk factors for social media addiction (Masthi; Pruthvi& Phaneendra,2018). Saritha& Abhinaya (2019) study the impact of social media among arts and science college students in Tamilnadu. They found that out of 593 subjects 294 were found addiction to social media, mostly subjects found to be the use facebook. Majority of social media addicts were female grade 12 standard and is year of age, were more involved in social media addiction.

“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 students' time on the internet is now spent on social networking websites (Jacobsen, & Forste, 2011). Thus, summarizing all these reviews of literature we each concluded that social media have had major influence on students performance in recent years. These networks create many opportunities and threats for students in various fields.

Objectives

- To examine the relationship between faculty of study and social media addiction.
- To examine the relationship between religion and social media addiction.
- To examine the interaction effect of faculty of study and religion on social media addiction.

Hypotheses

- The fulfilling the above-stated objectives following hypotheses were formulated in the present investigation.
- There will be significant difference between Arts and Sciences graduate students in terms of their scores on SMA.
- There will be significant difference between Hindu and Muslim graduate students in terms of their scores on SMA.
- There will be significant interaction effect of faculty of study and religion on social media addiction of graduate students.

Social Media Addiction among College Girls: A Cross-Sectional Study

Variables & Design

Faculty of study and religion were considered independent variables, while social media addiction was dependent variable. For further investigation, each of the independent variables was dichotomized into two groups i.e., faculty as arts and science, religion as Hindu, and Muslim. Since our objective in the present research is to find out independent as well as interaction effects of these variables so 2x2 factorial design was applied application the above objectives.

Sample

The present study was conducted on a sample of 150 undergraduate girls students between the age range 19 to 21 years the sample was selected from govt. girls P.G college Rampur (U.P). The scale criterion for inclusion in the study was that they must belong to Hindu & Muslim religions and must be studying in arts and sciences faculties. The selected sample was random and matched on various socio-economic variables to find out unbiased results from the study.

Tools used

In the present investigation the tool was social media addiction scale student form (SMASSF) developed and standardized by Cengiz Sahin (2018). It has 29 items, all positive and represented on a Likert-type five-point rating scale. The highest score was 145, which indicated higher media addiction.

Statistical Analysis

The selection of the statistical technique depends upon the type of data, the nature of variables, and research design used in the research investigation. Two variables i.e. faculty of study and religion were divided into two such as (Arts & Science faculty, Hindu & Muslim) and our objective was to find out independent as well as cumulative effect of this variable on the dependent on social media addiction. According to our design ANOVA, HSD Tukey, and t-test were found significant techniques to analyze the data. The results and given below in following tables.

RESULTS AND DISCUSSION

Table. 1 Faculty of study Effect of faculty of study and religion on social media addiction

Source of variance	Df	Sum of square	Mean square	F-value	Sig.
Faculty(A)	1	102.835	102.835	.577	.449
Religion(B)	1	60.275	60.275	.338	.562
Faculty X Religion (AXB)	1	.066	.066	.000	.985
Within-group error	146	26003.529	178.106		
Total	149	26189.473			

Above table depicted that none of variables was found significant at any significant level of significance. It means that each independent variable neither individually nor cumulatively influences social media addiction among girls college students. Both the group across religion (Hindu& Muslim) and faculty (Arts & Science) have more or less same social media addiction. For further investigation and to find out results in more detail post hoc and t-tests were applied. The results are given below.

Social Media Addiction among College Girls: A Cross-Sectional Study

Table 2 Faculty on social media addiction (Pairwise comparison)

Faculty(I)	Faculty(J)	Mean difference	Sd	Sig.
B.A	B.Sc	1.762	2.319	.449
B.SC	B.A	1.762	2.319	.449

Table 3 Religion on Social media addiction (Pairwise comparison)

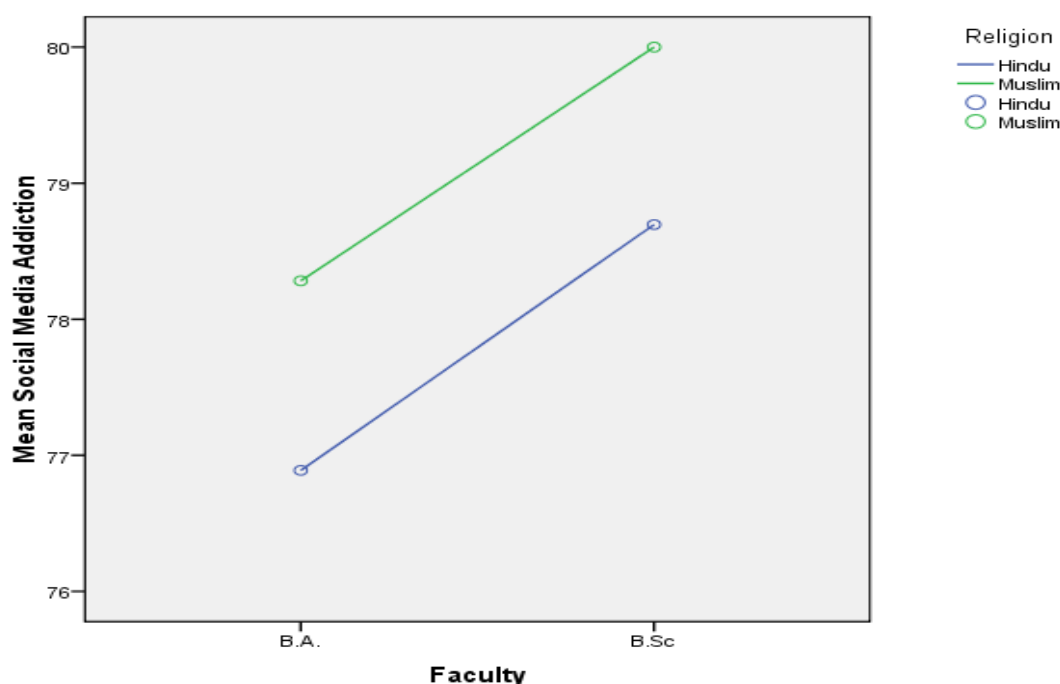
Religion(I)	Religion(J)	Mean difference	Sd	Sig.
Hindu	Muslim	1.345	2.319	.562
Muslim	Hindu	1.345	2.319	.562

Table 4 Dependent variable (social media) faculty X religion interaction effect

Faculty of Study	Religion (N)	Mean	Sd	T-value
B. A	Hindu (54)	76.89	11.763	.498
	Muslim (46)	78.28	15.53	
B.SC	Hindu (23)	78.70	11.81	.364
	Muslim (27)	80.00	13.508	
Total	Hindu (77)	77.43	11.73	.723
	Muslim (73)	78.92	14.743	

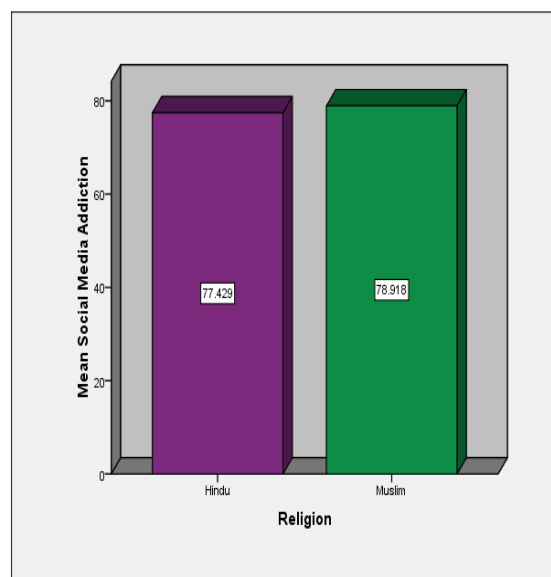
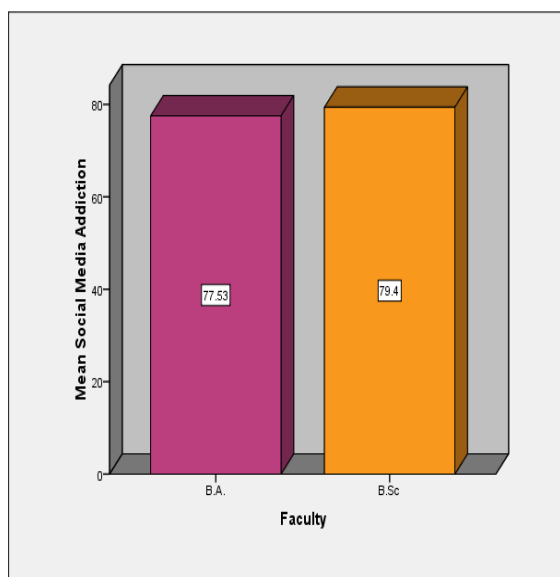
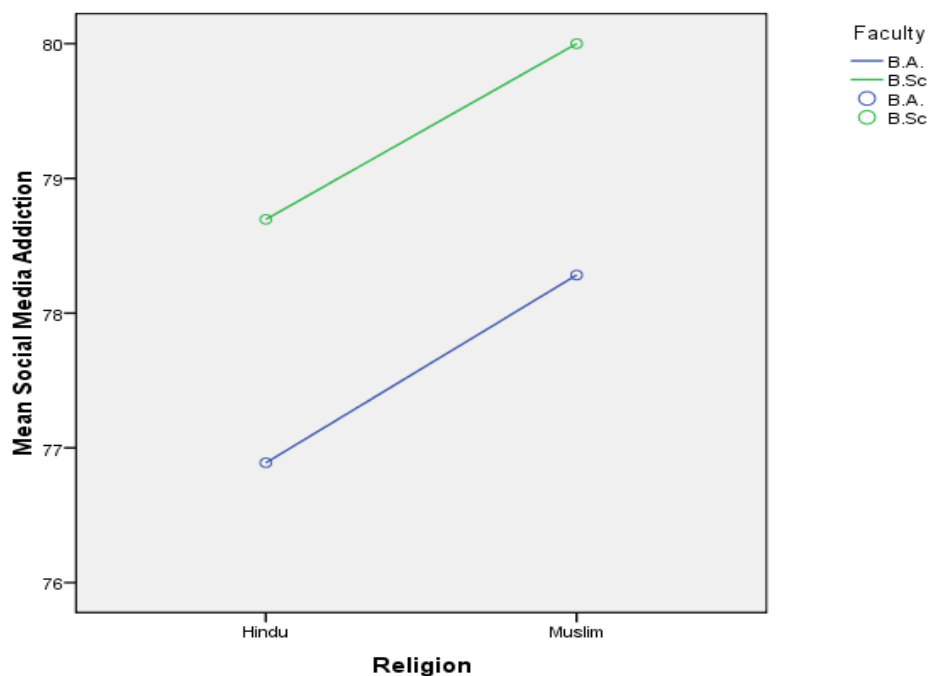
Pairwise comparison and total comparison between groups are showing that there is not a significant difference between Hindu and Muslim college girls, B. A and B.SC College going girls but if we compare the mean values we found that Muslim girls from both the faculty Arts & science have more social media addiction as compared to Hindu girls from both the faculty.

Graph was also flattered to observe the independent as well as interaction effects of these



variables (Faculty, and religion) on the dependent one (social media addiction)
 Graph/line (multiple) = Mean (addiction) by faculty by religion

Social Media Addiction among College Girls: A Cross-Sectional Study



Interpretation

Considering faculty and religion we found that there was not a significant difference between social media addiction of college girls. Statistically, no significant differences were obtained between these two groups. But if we compared the mean and SD values between groups we found that girls from B.Sc. have more mean (79.4) as compared to B. A college girl (77.53) more or less similar findings were obtained with religion Muslim college girls have more social media addiction ($m_1 = 78.92$) as compared to Hindu college girls ($m_2 = 77.43$). but this difference is not statistically significant, so we cannot predict our results by saying significant differences across faculty and religion. At this point, our studies are correlated with some previously conducted studies such as They found religion has some positive impact on social media addiction on social media. In our findings, students from both religions have more or less social media addiction. In Indian socio-cultural scenario

Social Media Addiction among College Girls: A Cross-Sectional Study

religion whether it may be Hindu or Muslim gives people something to believe in, provide a sense of structure, and typically offers a group of people to connect with similar beliefs. These facets can have a large positive impact on mental health. Religiosity reduces suicide rates, alcoholism, drug use, etc. in this way religion helps to develop higher power that resides within the individual these aspects make strong individuals maintain control while using media. (Kirik et al. 2015) found that poor social relationships in real life may drive young people to seek attention through social media. Sometimes economic problems, psychological disorders, and physical disabilities make young people escape from real world. However, young people with poor social relationships and isolation have higher chance to play in social media addiction and less satisfaction with life are more addicted to social media (Sahin 2017). Summarizing our findings we may be permitted to suggest some preventive measures to reduce addiction to social media such as social support from parents, and teachers, enhancing their socio-psychological resources as interm of their self-esteem, and self-efficacy which further promote life satisfaction in young children. In this respect, the present paper has applied application.

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Social Media Addiction among College Girls: A Cross-Sectional Study

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Conflict of Interest

The authors colorfully declare this paper to bear not conflict of interests.

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