

A Study on Instagram Addiction & Procrastination among College Students

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ABSTRACT

With each year, the consumption of social media rises especially among teens and young adults bordering on behavioral disorders. Various research has been done in relation to social networking sites (SNS) addiction, smartphone addiction, internet addiction, Facebook addiction, etc. but very little on Instagram addiction. Instagram addiction is a type of behavioral addiction defined by an excessive concern for social media and an uncontrolled need to log on to or use social media. Escapism and time-passing, amusement, exhibitionism, socializing, and social curiosity are some reasons why people use Instagram. The aim of the research was to explore the relation and effects Instagram addiction has on procrastination; the sample consisted of 50 college students aged between 18-25 years. Standardized tests were used to measure both Instagram addiction and procrastination. Further Instagram addiction was studied under 6 factors, Lack of control, Disengagement, Escapism, Health and interpersonal troubles, Excessive use, and Obsession. The results found that procrastination is significantly positively correlated with lack of control, disengagement, and escapism. It was also found that lack of control, disengagement, and escapism are significant predictors of procrastination. Some strategies for reducing Instagram include reducing screen time, being mindful of social media usage, and engaging in other positive reinforcement activities.

Keywords: Instagram addiction, Procrastination, College Students, India

“The difference between technology and slavery is that slaves are fully aware that they are not free” — Nassim Nicholas Taleb

Social networking sites (SNSs) have grown in popularity. Launched in 2010, Instagram is a free social networking site designed for the sharing of images and short videos. A survey report by Statista (2022) found that India was the country with the biggest Instagram audience, with 230.25 million users overall, and 30.2% of worldwide Instagram viewers were between the ages of 18 and 24 as of April 2022. Like other social media platforms, it allows one to communicate with other users by following them, allowing others to follow them, commenting, liking, tagging, and sending private messages. Over the past ten years, checking and scrolling through social media has grown in popularity. Despite the

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Received: September 18, 2022; Revision Received: November 26, 2022; Accepted: December 04, 2022

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fact that the majority of people's usage of social media is not harmful, a tiny minority of users develop an addiction to Instagram and use them compulsively or excessively.

Hilliard et al., (2019) says much like gambling and recreational drugs, social media platforms such as Facebook, Snapchat, and Instagram produce the same neural circuitry that encourages people to use more of the substances. Tamir & Mitchell (2012) found that self-disclosure was highly related with increased activity in brain areas that comprise the mesolimbic dopamine pathway, including the nucleus accumbens and ventral tegmental area, which makes social media sites like Instagram so addicting. Abrams (2021) says the app takes advantage of users' innate desire for social belonging and encourages them to keep scrolling. Instagram had even launched a 'take a break' campaign which would alert users scrolling on Instagram to periodically take breaks from the platform and focus on other things (Desk, 2022).

Users of SNS receive a constant flow of notifications and updates, which is a major hindrance to goal attainment. In order to attract users, it also employs influence and persuasion techniques. However, some users may lack the self-control required to apply these techniques, turning SNS into a procrastination tool. Procrastination is the delaying of tasks at hands but can it return also cause low productivity or anxiety. In an academic context, procrastination occurs when students put off starting their assignments, which results in them turning in work that is of poor quality or is delivered after the deadline has passed further causing unnecessary stress for the students (Alblwi et al., 2019). A study on Chinese young adults revealed that Internet addiction was positively correlated with procrastination also, internet addiction and procrastination were found to be significantly and negatively correlated with core self-evaluations and self-control (Geng et al., 2018).

Instagram Addiction

Instagram is a photo and video sharing app, which is currently the no. 1 social app on google play store with over over 1 billion downloads. Instagram is a form of SNS, and much like with alcohol or drugs, one may get addicted to social media which can result in symptoms similar to substance use disorder. SNS addiction can be defined as "being overly concerned about SNSs, to be driven by a strong motivation to log on to or use SNSs, and to devote so much time and effort to SNSs that it impairs other social activities, studies/job, interpersonal relationships, and/or psychological health and well-being" (Andreassen & Pallesen, 2014, p. 4054). Addictive behavior was defined by Marlatt, Baer, Donovan, & Kivlahan (1988, p. 224) as "a repetitive habit pattern that increases the risk of disease and/or associated personal and social problems. Addictive behaviors are often experienced subjectively as 'loss of control' the behavior contrives to occur despite volitional attempts to abstain or moderate use. These habit patterns are typically characterized by immediate gratification (short-term reward), often coupled with delayed deleterious effects (long-term costs). Attempts to change an addictive behavior (via treatment or self-initiation) are typically marked with high relapse rates."

A study by Kircaburun & Griffiths (2018) conducted a self-report survey on 752 university students and the findings showed that daily Internet use was positively related to Instagram addiction whereas agreeableness, conscientiousness, and self-liking were negatively connected with it. Purba et al., (2020) conducted research on 62 class 11 teenagers to find the correlation between self-control and social media addiction (Instagram), results indicated that there was a negative correlation between self-control and social media addiction, thus higher the social control lower is the social media addiction.

Procrastination

Alblwi et.al., (2019) defines procrastination as “a voluntary postponement that prevents people from performing their tasks and can hurt productivity and wellbeing.” Procrastination is purposefully delaying a task, it is “to voluntarily delay an intended course of action despite expecting to be worse off for the delay” (Steel, 2007, p. 66).

Zarrin et al., (2020) did a study on 198 students to investigate the role of fear of failure and subscale of self-regulation in relation to academic procrastination. The t-test results revealed significant differences in academic procrastination, organization, and failure fear between male and female students. Students who procrastinated on their academic work more often were male than female. Pupils who were female performed better than male students in organization and fear of failing. The results of Pearson correlations revealed a positive relationship between academic procrastination and fear of failure, as well as a negative relationship between academic procrastination and self-regulation subscales. A study by Hong et al., (2021) on 433 students revealed that six sub-constructs of self-regulated online learning; task strategy, mood adjustment, self-evaluation, environmental structure, time management, and help-seeking are negatively correlated with procrastination.

Purpose

Prior to this procrastination has been studied in association with social media addiction or internet addiction, but few studies have been done that focus on the relationship between Instagram addiction and procrastination, and none in the Indian context. Thus, the purpose of this study is to explore the relationship between Instagram addiction and Procrastination of college students residing in India.

Hypothesis

- There is a significant relationship between Instagram addiction and Procrastination
- Instagram addiction is a significant predictor for Procrastination

METHODOLOGY

Sample

The sample consisted of college students (N=50) ranging from 18-25 years of age from Uttar Pradesh.

Measure

- **Test for Instagram Addiction (TIA):** as developed by (D’Souza, Samyukta & Tevin, 2018) measures Instagram addiction which consists of 26 statements on a 5-point Likert scale, where scores range from 5 to 1, All the time (5) to rarely/never (1). TIA measures Instagram addiction of the individual in 6 components, which included components like Lack of control, Disengagement, Escapism, Health and interpersonal troubles, Excessive use and Obsession.
- **Procrastination Scale:** as developed by (Lay, 1986). It is a scale to measure the procrastination of students consisting of 20 items on a 5-point Likert scale, where the scores range from 1 to 5, Extremely uncharacteristic (1) to Extremely characteristic (5).

Procedure

The purpose of the study was explained to the participants, and the questionnaires were filled out using Google forms. To elicit their open and unreserved responses, the participants

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were given assurances regarding the confidentiality of the information. The participants took standardized psychological tests.

ANALYSIS OF RESULTS

The responses of the participants were analyzed using Pearson's correlation and Linear Regression to see the relationship and effect between factors of Instagram addiction and procrastination. Mean and Standard deviation data is presented in table 1, table 2 shows the correlation between lack of control, disengagement, escapism, health and interpersonal troubles, excessive use, obsession and Procrastination, and table 3 shows results of linear regression for procrastination scores by various factors of Instagram addiction.

Table 1: N, Mean and SD of all variables

	Lack of control	Disengagement	Escapism	Health and Interpersonal troubles	Excessive use	Obsession	Procrastination
N	50	50	50	50	50	50	50
Mean	12.5	15.1	14.0	7.24	4.06	9.46	49.7
Standard deviation	5.02	6.16	5.48	3.98	2.57	4.34	8.81

Table 2: showing correlation between all the variables

	Lack of control	Disengagement	Escapism	Health and Interpersonal troubles	Excessive use	Obsession	Procrastination
Lack of control	—						
Disengagement	0.779***	—					
Escapism	0.583***	0.780***	—				
Health and Interpersonal troubles	0.602***	0.611***	0.566***	—			
Excessive use	0.647***	0.725***	0.587***	0.829***	—		
Obsession	0.479***	0.592***	0.601***	0.605***	0.474***	—	
Procrastination	0.315*	0.319*	0.402**	0.096	0.104	0.085	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Table 3: Results of Linear Regression of Procrastination from Internet Addiction

Predictor	β	t	p	r^2	F	p
Lack of Control	0.315	2.3	<.001	0.0992	5.29	<.05
Disengagement	0.319	2.33	<.001	0.102	5.45	<.05
Escapism	0.402	3.04	<.001	0.162	9.26	<.01

Dependent variable: Procrastination

DISCUSSION OF RESULTS

The results found that procrastination is significantly positively correlated with lack of control ($r = 0.315$, $p < .05$), disengagement ($r = 0.319$, $p < .05$), and escapism ($r = 0.402$, $p < .01$), hence the first hypothesis is accepted i.e., there is significant relationship between Instagram addiction and procrastination. Which is in line with previous studies, Pekpazar (2021) found Instagram has a significant effect on procrastination and social media offers an easy and simple escape from academic tasks due its reinforcing and engaging characteristics and Al Shaibani (2020) also found a significant relationship between social networking addiction and procrastination. Kuss and Griffiths (2017) say social networking site use may lead to addiction in people also, Nomophobia, smartphone addiction, and fear of missing out (FOMO) can all contribute to SNS addiction.

Alblwi (2021) Conducted study on 4 types of procrastination (avoidance, escapism, emergence and mood modification) that were significant predictors of SNS addiction. A study conducted by Lian (2018) on 1,085 Chinese undergraduate students revealed that SNS addiction was positively correlated as well as had direct effect on irrational procrastination. Similar results were found in the present study conducted as well, according to table 3, regression analysis indicated that Lack of Control is a significant predictor ($\beta = 0.315$, $p < .001$) of procrastination. Coefficients of determinants ($r^2 = 0.0992$) showed that variation of lack of control can explain 9.9% variation in procrastination. This model is adequately fit ($F = 5.29$, $p < .05$). As well as Disengagement is also significant predictor ($\beta = 0.319$, $p < .001$) of procrastination. Coefficients of determinants ($r^2 = 0.102$) showed that variation of Disengagement can explain 10.2% variation in procrastination. This model is adequately fit ($F = 5.45$, $p < .05$). Similarly, Escapism is a significant predictor ($\beta = 0.402$, $p < .001$) of procrastination. Coefficients of determinants ($r^2 = 0.162$) showed that variation of Escapism can explain 16.2% variation in procrastination. This model is adequately fit ($F = 9.26$, $p < .01$), which supports our second hypothesis i.e., Instagram addiction is a significant predictor for procrastination.

CONCLUSION

Due to the increasing usage of Instagram among students, this study looked at the effects of Instagram addiction on college students' procrastination. It has been demonstrated that procrastination is highly positively correlated with loss of control, disengagement, and escapism. These factors are also significant predictors of procrastination. Which suggests that procrastination is being caused by Instagram addiction. Simply quitting Instagram won't be easy, one should focus on reducing the time spent on the app little by little, disabling the notifications, using a tracker to keep a check on Instagram usage, reducing screen time, setting time limits, try to engage yourself in other activities to get away from boredom, evaluate your time and think of ways to spend them more mindfully.

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Acknowledgement

The author appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author declared no conflict of interest.

How to cite this article: Roy, A. (2022). A Study on Instagram Addiction & Procrastination among College Students. *International Journal of Indian Psychology*, 10(4), 795-801. DIP:18.01.076.20221004, DOI:10.25215/1004.076