

An Empirical Study on Social Media Addiction Among University Students

Arsheed Ahmad Ganie

Ph.D Research Scholar

Dept. of Political Science & Public Administration, Annamalai University

Peer Amir Ahmad

Ph.D Research Scholar

Dept. of Political Science & Public Administration, Annamalai University

ABSTRACT

Social media addiction is a term that is frequently used to refer to someone who spends too much time on social media like Facebook, Instagram, Youtube, Twitter or other forms of social media. As a result, it affects the person's daily life. The present study intended to examine social media addiction among the sample of Annamalai University Students.

Key Words: Addiction, Affect Social Media, Facebook, Youtube, Instagram.

1. INTRODUCTION

In recent years social media has become a significant asset of student's life. Teenagers satisfy themselves by using social networking sites like Facebook, Twitter, and many more. Their life now relies upon on social media to interact with each other. Consequently, it turns into a basic need for them. Social media usually engage interactions of people through social networks and blogs. Social media is defined as platforms that assist a user to connect with other users through simple internet access.

Hence, social media have been upgrading day by day. As a result, more teenagers get to indulge in social media for their communication. Some people contend that the progression of social media threatens the life of teenagers because they are addicted to social media. On the other hand, others believe that it improves the scope of students towards education and culture. The new generation is the electronically addicted generation. Due to this addiction, youngsters face many effects in their lives.

2. OBJECTIVE

The main objective of the study was to find whether the university students are addicted to social media.

3. ANALYSIS AND INTERPRETATION

This part analyzed is on the basis of empirical method adopted to draw perceptions and the attitudes from the students of Annamalai University regarding social media addiction. 90 respondents were chosen on the basis of random sampling. There are one Independent variable adopted i.e., Education. On the basis of variables, questionnaire were administered. Simple percentage analysis is used for tabulating the data and to draw accurate outcome. Certainly survey method has been adopted for drawing out precise results.

Table - 1 Education Wise Classification

SI. No	Educational Level	No of Respondents	Percentage
1	Undergraduate	30	33.3
2	Postgraduate	30	33.3
3	Doctoral Graduate	30	33.3
	Total	90	100.00

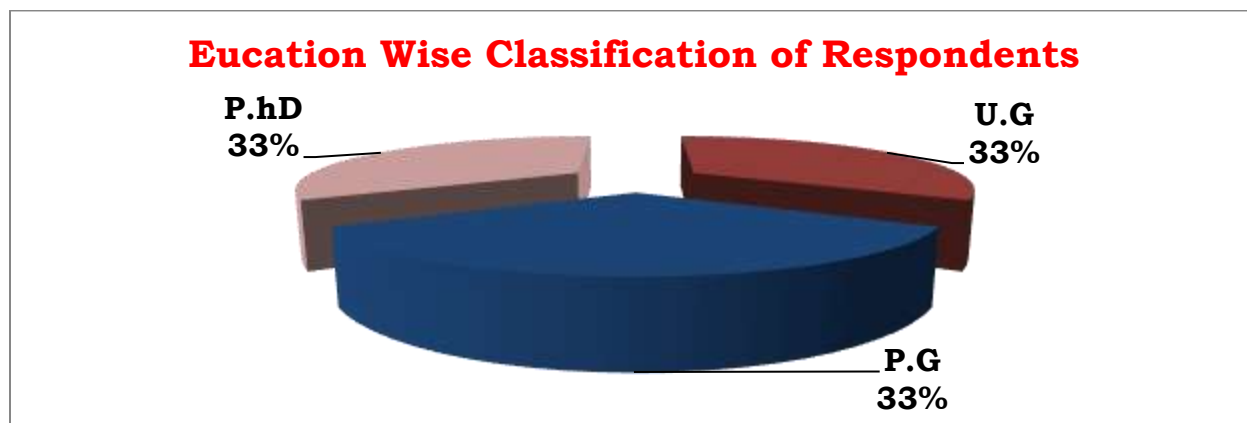


Figure - 1

As per the data from the above table on Education wise distribution of respondents, it is found that among the total respondents, 33% of respondents were Undergraduate, 33.33% of the respondents were Postgraduate and 33% of respondents were Doctoral Graduate.

Views of respondents on Use of Social Networking

Table - 1

Variable	Undergraduate		Postgraduate		Doctoral graduate		Total
	Yes	No	Yes	No	Yes	No	
Do you consider yourself addicted to social media	24 26.6%	6 6.6%	23 25.5%	7 11.1%	17 18.8%	13 17.7%	90 100%
Do you feel unhappy when you are not on social media	26 28.8%	4 4.4%	24 26.66%	6 6.66%	22 24.4%	8 8.88%	90 100%
Do you become frustrated or angry when a social networking site goes down or is unavailable?	20 22.2%	10 11.1%	17 18.8%	13 14.4%	15 16.6	25 27.7	90 100%
Do you prefer to interact with people on social networking sites rather than face to face?	18 20%	12 13.33%	13 14.4%	17 18.8%	5 5.55%	25 27.7	90 100%
Do you feel that life without social media would be boring, empty and joyless?	27 30%	3 3.33%	24 26.6%	6 6.6%	20 22.2%	10 11.1%	90 100%
Do you lose sleep due to late-night social media use?	19 21.1%	11 12.2%	22 24.4%	8 8.88%	15 50%	15 50%	90 100%
Do you choose to spend more time online over going out with others?	20 22.2%	10 11.1%	19 21.1%	11 12.2%	16 17.7%	14 15.5%	90 100%
	30 33.3%		30 33.3%		30 33.3%		90 100%

Table - 2

Variable	Undergraduate		Postgraduate		Doctoral graduate		Total
	Yes	No	Yes	No	Yes	No	
Do you consider yourself addicted to social media	24 26.6%	6 6.6%	20 22.2%	10 11.1%	14 15.5%	16 17.7%	90 100%

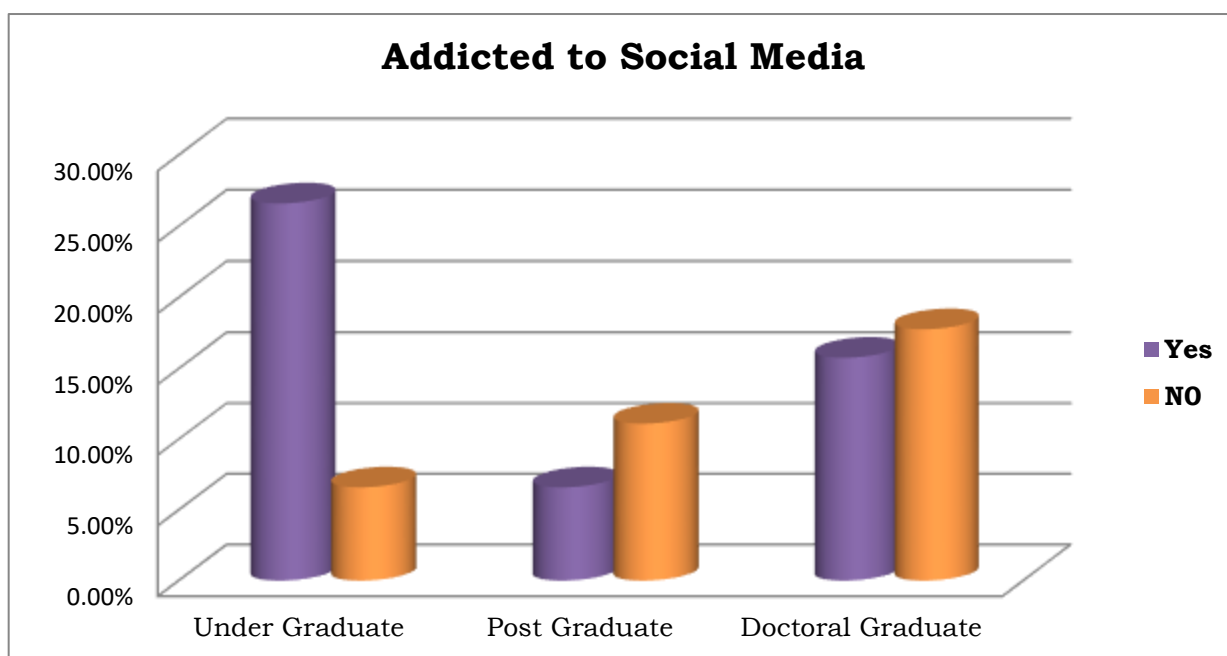


Figure - 2

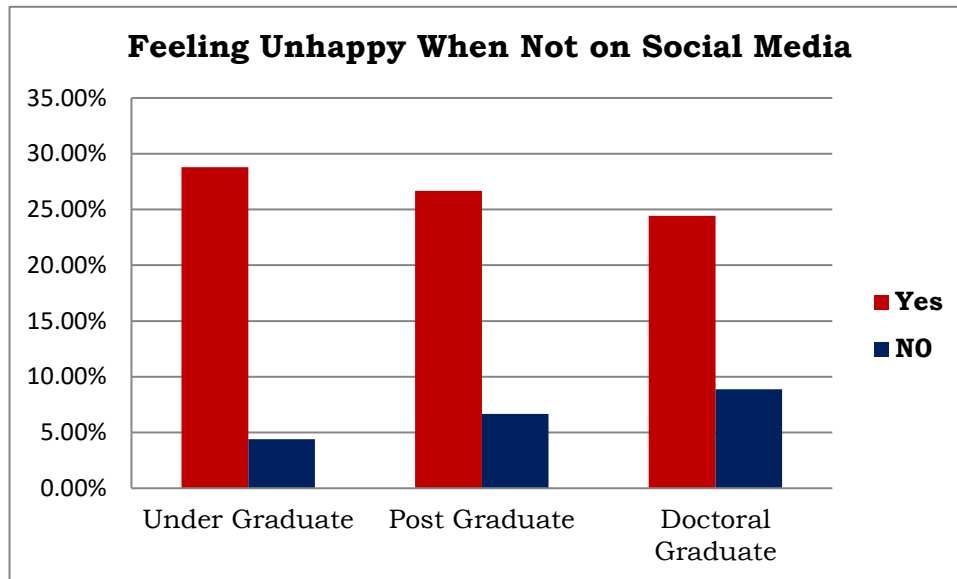
Related to the question of social media addiction among undergraduate respondents, 26.6% of them are considering that they are addicted to social media while only 6.6% of the them are not considering of addiction.

Similarly when same question asked to the postgraduate respondents, 22.3% of them opined that they are addicted whereas, 11.1% of them opined that they are not addicted to social media.

Among Doctoral graduate respondents, 15.5% of them are considering themselves addicted to social media while 17.7% of them opined that they are not addicted to social media.

Table - 3

Variable	Undergraduate		Postgraduate		Doctoral graduate		Total
	Yes	No	Yes	No	Yes	No	
Do you feel unhappy when you are not on social media	26 28.8%	4 4.4%	24 26.66%	6 6.66%	22 24.4%	8 8.88%	90 100%

**Figure - 3**

When asked how unhappy respondents feel when they are not on social media, among undergraduate respondents 28.8% of them feel unhappy while only 4.4% of them said no this query.

When same question asked to postgraduate respondents majority of them chose yes option as they feel unhappy, while as less number of them are not feel unhappy.

Among Doctoral graduate respondent's, majority of them opined at high level whereas, less number of them opted for low level that they don't feel unhappy when they are not on social media.

Table - 4

Variable	Undergraduate		Postgraduate		Doctoral graduate		Total
	Yes	No	Yes	No	Yes	No	
Do you become frustrated or angry when a social networking site goes down or is unavailable?	27 30%	3 3%	26 28.8%	4 14.4%	22 24.4%	8 8.8%	90 100%

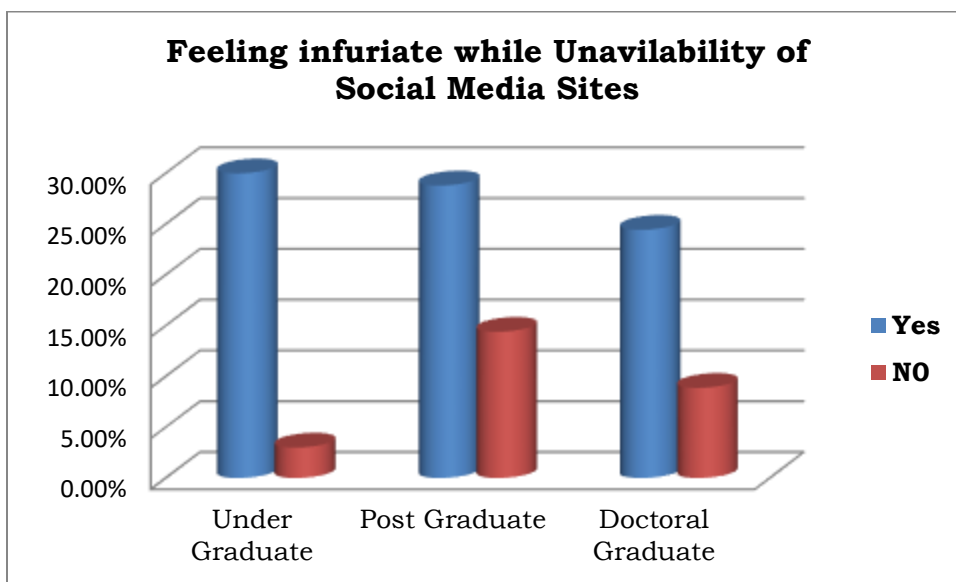


Figure - 4

Relating with the query of reaction of the respondents while unavailability of Social Media Sites, majority of the respondents from all three categories are becoming frustrated and discomfort when a social networking sites goes down or is unavailable.

Table- 5

Variable	Undergraduate		Postgraduate		Doctoral graduate		Total
	Yes	No	Yes	No	Yes	No	
Do you think that life without social media would be boring, empty and joyless?	27 30%	3 3.33%	24 26.6%	6 6.6%	20 22.2%	10 11.1%	90 100%

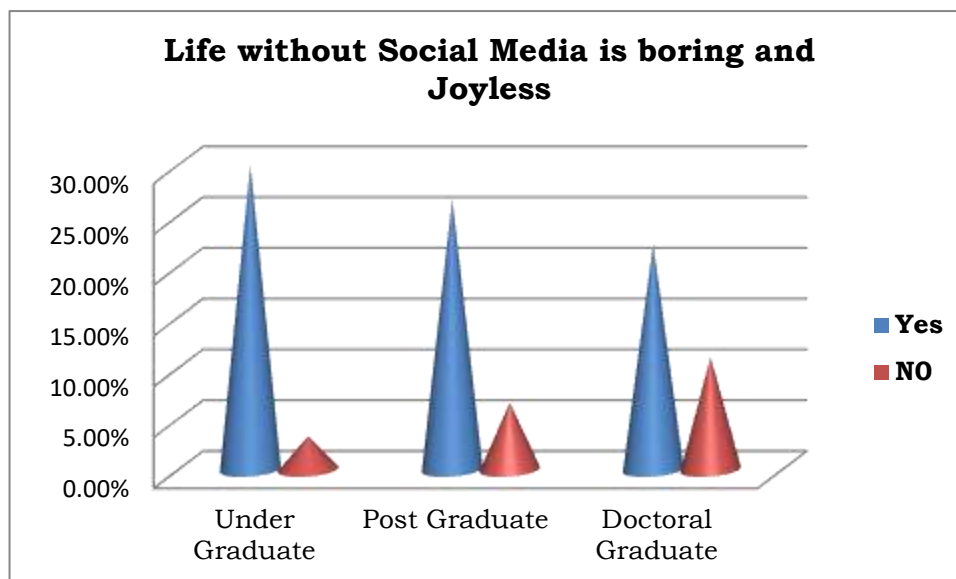


Figure - 5

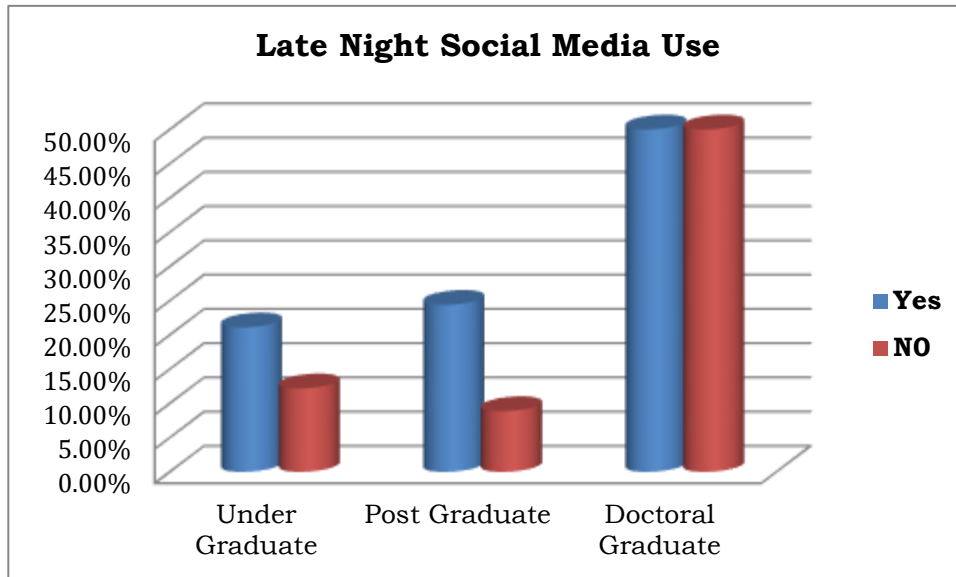
For the question of life without social media would be boring empty and joyless high level i.e., 27 (30%) undergraduate respondents are feeling that life without social media would be boring, where as only 3 (3.3%) respondents choose no option.

Among Postgraduate respondents (26.6%) said yes that they feel life without social media would be boring empty and joyless while only 6(6.6%) of them choose no option.

Among Doctoral degree respondents (22.2%) of them choose yes option while (11.1%) of them said that life without social media would be boring and joyless.

Table - 6

Variable	Undergraduate		Postgraduate		Doctoral graduate		Total
	Yes	No	Yes	No	Yes	No	
Do you lose sleep due to late-night social media use?	19 21.1%	11 12.2%	22 24.4%	8 8.88%	15 50%	15 50%	90 100%

**Figure - 6**

The above table shows responses of the participants gave when they were asked how often they lost sleep due to using social media at the night.

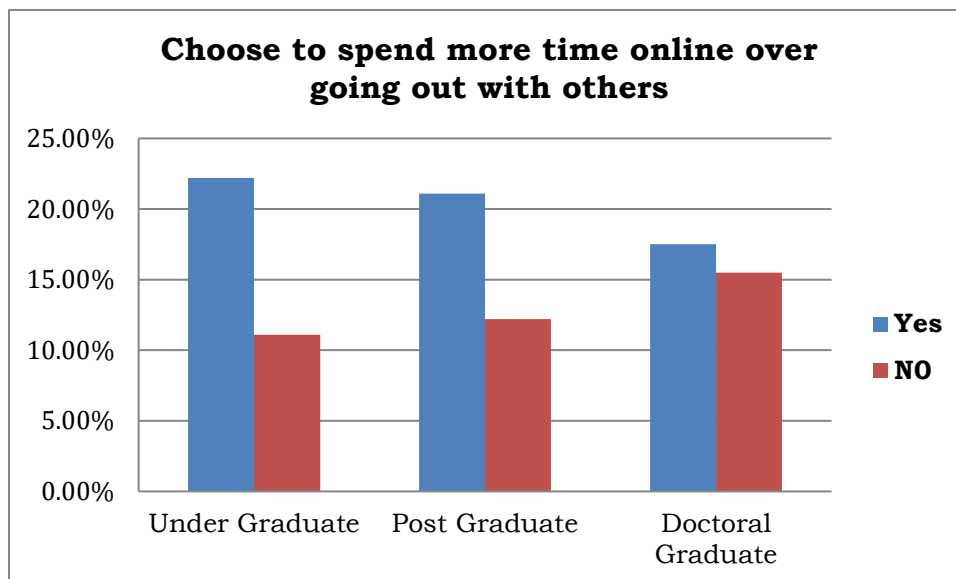
Majority of the undergraduate respondents said yes that they lose sleep due to late night use of media, while low percentage of the respondents opined at low level that they do not lose sleep du to use of social media at night.

Among Postgraduate respondents when they have been asked the same question 22 (24.4) of them opined at high level use of social media at night time for which they lost sleeping time, while less number of respondents opined at low level.

Among Doctoral degree respondents it is equal amount of the responses received. 15.5 % each opted for yes and no option respectively.

Table - 7

Variable	Undergraduate		Postgraduate		Doctoral graduate		Total
	Yes	No	Yes	No	Yes	No	
Do you choose to spend more time online over going out with others?	20 22.2%	10 11.1%	19 21.1%	11 12.2%	16 17.7%	14 15.5%	90 100%

**Figure - 7**

From the category of Undergraduate respondents, 22.2% of them spend more time online over going out with others, 10% of them said that do not spend more time online over going out with others.

When the same question asked to the Postgraduate respondents, 19% of them opted for high level while 11% of them opined at low level of spending more time online over going out with the others.

Among Doctoral graduates 16% of them spend more time online while 15.5% respondents answered no to spending more time online.

4. ANALYSIS OF THE DATA

The Analysis of the Data on Social Media Addiction among University Students clearly shows that the undergraduate students are highly addicted to social media as compare to post graduate and doctoral graduate students.

The Analysis from the Table on “whether the respondents are feel unhappy when they are not on social media” it shows Majority of the respondents from all category feel frustrated and unhappy when they are not on social Media.

The Analysis of the data from the table on “Feeling infuriate while Unavailability of Social Media Sites” it reveals that that majority of the respondents from all the three categories are becoming frustrated and unease when a social networking sites goes down or is unavailable.

The Analysis of Data from the table on “life without social media would be boring, empty and joyless” shows the UG & PG respondents are feeling that life without social media would be boring and Joyless.

As per the analysis of the data from the table on “Lose sleep due to late-night social media use” shows that the students comes under UG & PG category lose sleep due to late night use of social media and it has been revealed that the students are using social media at late night

The Analysis of the data from the table on “spend more time online over going out with others” reveals that the majority of the students prefer to spend more time rather than going out with their friends and other.

5. CONCLUSION

As per the above analysis and discussion it reveals that there are negative effects of social media among students. Addiction to social media is very harmful. It has been found that the excessive usage of social networking among university students, it also found that the undergraduate and postgraduate students are more addicted to social media. However, with negative and positive effects have also impacted the life of students. Social media are very helpful and perilous for students. These social media is not simply to spend time or get addicted to it. The core theme of social media is to get connected to the world. When addiction begins then the productiveness of students decrease to a minimum extend. Effects of social media

obstruct the path of success for students. University students are possibly to be get addicted by social media use because of their influencing atmosphere.

REFERENCES

1. D. J Kuss & M. D Griffiths, Excessive online social networking: Can adolescents become addicted to Facebook, *Education and Health*, Vol. 29 No. 4 (2011)
2. Effect of Social Media addiction, Retrieved September 13, 2016 from <https://studymoose.com/effect-of-social-media-addiction-essay>.
3. D. J Kuss, M. D Griffiths, B. F. Jens, Internet addiction in students: Prevalence and risk factors. *Computers in Human Behavior*, Volume 29, (2013).
4. S. M Li, T. M Chung,. Internet function and internet addictive behavior. *Computers in Human Behavior*, vol. 22. (2006)
5. Akua Adoasi Out, Social Media Addiction Among Students The University Of Ghana, Essay Submitted To *The University Of Ghana* In Partial Fulfillment Of The Requirements For The Award Of A Master Of Arts Degree In Communication Studies. (2015)
6. D. Fallow, The internet and Daily live. *Pew Internet Research Center*. Retrieved September 13, 2016 from <http://www.pewinternet.org/2004/08/11/the-internet-and-daily-life>.