

INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE
04th International Conference on Marketing, Technology & Society 2020



Social Media Addiction and Youths

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Abstract

Cell phone is techy addiction for youths, as it is handy and more attractive. Social media connects the unconnected, entertains, allows customized view of the world. As the attraction grows everyday youths' trend to spend more time on. The revolution of social media addiction is on increasing trend this paper attempts to understand the relationship between age and time of usage, type of device and rate of addiction of youths using cross tab and chi-square analysis. The study is grounded in a descriptive research design. The analysis shows that the time of usage, type of device, and addiction level are independent of age. So, we can conclude that age has no role in these aspects. But crosstabs show that 18-20 aged youths are using more social media and the Majority of youths use Phone to access social media.

Keywords: Social Media, Addiction, Cell phone, Youths, Usage, Age

1. Introduction

Social media is gaining more significance compared to traditional media because most of the young people have a smartphone. The internet has played a vivacious role in bringing electronic communication and connectivity to the marketing of products and services. Social media with interactive software has been the most used form of communication and entertainment for many individuals. Individuals who are called users in social media can log in, make voice calls, and interact with other users digitally as and when they are required. It has been a dominant tool for individuals around the world for entertainment, communication, information, and business purposes. Web 2.0 or Digital media has been an information-driven entity. Social or Digital media changed the way people connect, communicate, express, and behave with each other and it has even become a significant source for Individuals knowledge. A lot of individuals who are using social media are found addicted to it too much. In this arena, the objective of the study is to examine the time of usage, device used and addiction level among the youths.

2. Literature Review

2.1. Social Media Addiction and Youths

(Boyd & Ellison, 2007) "Social network sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system." (Savci & Aysan, 2017) Superior technology is successfully attracting the youths, which in turn converts as an addiction. By combining many literatures, a standard definition can be provided to the concepts of internet addictions, digital game addictions, social media addictions and smartphone addiction. Also it says that, "the state of excessive use, unsatisfied desire to use, neglect of activities due to excessive use,

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disrupting social relations due to excessive use, use as an escape tool from negative emotions and life stress, having problems in giving up and reducing the use, becoming nervous and anxious when it is not possible to use, and deceiving others regarding the duration and amount of use.”

(D Griffiths, 2013) “It is widely accepted that a combination of biological, psychological and social factors contributes to the etiology of addictions that may also hold for SNS addiction”. Accordingly, it says that Social Media addiction shares a normal underlying etiological framework with other behavioural and substance-related addictions. (Jaclyn Cabral, 2011) The fast-paced lifestyle created by the Internet affects the way the human brain processes and receives information. Humans are now more anxious and the overstimulation from technology weakens their attention span. Henceforth based on above arguments and studies following hypothesis were framed.

- H01** : Age and time of usage in social media are independent of each other.
- HA1** : Age and time of usage in social media are not independent of each other.
- H02** : Age and type of device in social media are independent of each other.
- HA2** : Age and type of device in social media are not independent of each other.
- H03** : Age and addiction levels in social media are independent of each other.
- HA3** : Age and addiction levels in social media are not independent of each other.

3. Research Methodology

3.1 Method

During this research, the data was collected through the administration of a well-framed questionnaire with samples. The study is grounded in a descriptive research design. A questionnaire has been designed to know the point of view of the respondent regarding the usage patterns, addiction level, and educational qualification and other details. The survey was conducted online and 468 responses were collected all over Karnataka. The instrument (questionnaire) was put over Google docs and the links were sent to users to fill the instrument through the mail. For testing of hypothesis Chi-square test and Cross tabulation is used.

3.2 Study participants and procedure

The participant will consist of youths, representing a well-educated population with an attraction to social media. The survey was conducted online and 468 responses were collected all over Karnataka. The instrument (questionnaire) was put over Google docs and the links were sent to users to fill the instrument through the mail.

3.3 Independent Variables

One independent variable will be used in this study. That is Age. The variable is Constant.

3.4 Dependent Measures

Time of usage, type of device and addiction levels are the dependent variables in this study. Using a 5-point Likert scale ranging from 1 (Most Addicted) to 5 (Least Addicted) for measuring addiction level, using a rating scale ranging of different timing and social medias to measure what is the time of usage of social media and also a dichotomous question was asked to measure type of device being used for usage of social media.

3.5 Data Analysis & Results

3.5.1. [Age] * Time of usage of Social Media

Crosstab

Count

		Time of usage of Social Media				Total
		Afternoon (12 Noon to 4pm)	Evening (4pm to 9pm)	Morning (6am to 12 noon)	Night (9pm to 6am)	
[Age]	18-20	26	137	25	68	256
	21-23	21	49	12	35	117
	24-26	6	28	1	10	45
Total		53	214	38	113	418

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.588 ^a	6	.102
Likelihood Ratio	11.478	6	.075
Linear-by-Linear Association	.894	1	.344
N of Valid Cases	418		

The above analysis shows that P-value calculated is greater than the chosen statistical significance level ($\alpha=0.05$); we do not reject the null hypothesis. It can conclude that there is no evidence to suggest that age and time of usage in social media are not independent of each other. Youths belong to age group of 18-20 uses more social media, and all youths use more social media in the evening time.

3.5.1. [Age] * Most of the time use social media on

Crosstab

Count

		Most of the time use social media on		Total
		PC/Computer	Phone	
[Age]	18-20	7	252	259
	21-23	3	114	117
	24-26	1	44	45
Total		11	410	421

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.036 ^a	2	.982
Likelihood Ratio	.038	2	.981
Linear-by-Linear Association	.034	1	.855
N. of Valid Cases	421		

The above analysis shows that P-value calculated is greater than the chosen statistical significance level ($\alpha=0.05$); we do not reject the null hypothesis. It can conclude that there is no evidence to suggest that Age and type of device in social media are not independent of each other. The majority of youths use Phones to access social media.

3.5.1. Age* Rate your addiction

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.731 ^a	8	.460
Likelihood Ratio	7.613	8	.472
Linear-by-Linear Association	1.623	1	.203
N. of Valid Cases	370		

Symmetric Measures

	Value	Asymptotic Standardized Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval Pearson's R.	.066	.051	1.275	.203 ^c
Ordinal by Ordinal Spearman Correlation	.088	.052	1.695	.091 ^c
N. of Valid Cases	370			

The above analysis shows that P-value calculated is greater than the chosen statistical significance level ($\alpha=0.05$); we do not reject the null hypothesis. It can conclude that there is no evidence to suggest that age and addiction levels in social media are not independent of each other using chi-square. Even spearmen and rank correlation analysis also show that there is no evidence to suggest that age and addiction levels in social media are not independent.

4. Conclusion

The analysis shows that the time of usage, type of device, and addiction level are independent of age. So, we can conclude that age has no role in these aspects. But crosstabs show that 18-20 aged youths are using more social media and the Majority of youths use Phone to access social media. The organizations can use these kinds of studies to target youths at the time of their usage, type of devices and addiction.

5. References

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