

# Prevalence of Social Media Addiction among Undergraduate Students in West Bengal

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## ABSTRACT

*educational institutions or home or working place. Addiction is one kind of dependency which leads to tolerance a state of which the addicted person demand more and more amounts of whatever they are addicted. At present virtual world goes beyond the real life due to excessive use of social media. Through internet technology, different social networks increase their number of uses every day. Generally young people show an intense interest on social media and limitless use of this media may lead to social media addiction. Especially mobile phones are able to access almost all internet application along with text messaging, video calls, audio calls and different apps and subsequently the introduction of Wi-Fi can lead to obsessive mobile phone usage are causing social media addiction. The present researcher has tried to understand the social media addiction among the undergraduate students of West Bengal.*

**Keywords:** Internet, social media, addiction

## Introduction

In the study of K. Pearson, Keefe excessive use of social media had led to increase internet addiction, decline of face to face interaction, cyber bullying, sleep deprivation, sex chatting. Social media which includes face book, twitter, whatsapp etc has become an indispensable part of the communication age, attract individuals of all ages and all classes. Mobile devices are providing easy access to the internet regardless of time and place. This makes them the ideal source for internet addicts as well as social media addicts.

Al-Menayes, 2014 found low academic performance is due to spend time through online and lack of sleep due to use internet late at night. In case of time spent online Yang and Tung (2007) showed that who regard themselves as internet addicts, indicated that it varies from 8.5 hours per week to 21.2 hours per week. In another study, the higher amount of time spent online internet addiction symptoms extents (Leung, 2004; Widyanto and Mc Murran, 2004)

Whang et al. (2003) found that internet addicts had a higher degree of loneliness and depression compared to non addicts. In the study of Yen et al. (2009) internet addiction is also associated with low self esteem and poor health in the young.

In UK several clinics found social media addiction is a certifiable medical condition. Again University of Chicago found social media addiction can even be more addictive than alcohol and cigarettes. The recent German study published in December 2012 found the more time college students spent on Facebook.

Boyd (2007) found Facebook is particularly popular with young people and Hargittais(2008) study found Facebook to be the preferred mode of social networking for many young people.

## Research model:

In this study, 300 undergraduate students of different schools of West Bengal have been taken as sample. Survey type research model and quantitative data which is obtained through reliable and valid scales are used in this study.

Social Networking Status Scale developed by Arslan and Kirik(2013) is used as a data collection tool to measure social media addiction of the undergraduate learner. The questionnaire consists 25 items. Collected data are analysed with the help of t-test and One way analysis of variance test.

## Properties of the sample group:-

Gender	Male	150	50%
	Female	150	50%
Age	18years	32	7.3%
	19 years	192	64%
	20 years	60	20%

	21 years	26	8.67%
Daily time spent on the Internet	None	120	40%
	Less than 1hour	132	44%
	1-2 hours	25	8.33%
	3-6 hours	10	3.37%
	7 hours and more	13	4.33%
Daily visiting social media profiles	None	100	33.3%
	1-2 times	20	6.66%
	3-5 times	40	13.37%
	6- 10 times	90	30%
	11-20 times	32	10.66%
	Always	18	6%

**Findings :**

1 t-test for social media addiction scores with respect to gender variables.

**Table 1**

Gender	N	M	SD	Sd	t	p
Male	150	73.2	20.2	5.6	0.732	0.000
Female	150	69.1	20.8			

From table 1 it can be concluded that there is no significant difference in social media addiction level of male and female participants ( $t = 0.732$ ;  $p < 0.05$ ). The result reveals that male and females do not differ in their social media addiction behaviour.

2. To compare social media addiction score of different age groups one way ANOVA has been used.

**Table no - 2**

Age	N	M	SD	F	P
18 years	32	63.5	17.6	48.7	0.000
19 years	192	68.7	21.4		
20 years	60	74.5	18.6		
21 years	26	75.3	21.3		

To compare social media addiction scores in different age groups one way ANOVA test was applied. From table 2 it can be concluded that there is significant difference in social media addiction level for different age group ( $F = 48.7$ ;  $P < 0.05$ ).

To compare social media addiction scores with respect to daily time spent on the internet, one way ANOVA test has been applied.

**Table no - 3**

Daily time spent	N	M	SD	F	p
Less than 1 hour	120+132 = 252	63.45	20.8	62.56	0.000
1 - 2 hour	25	72.3	15.2		
3 - 6 hour	10	87.8	15.6		
7 hours and above	13	96.5	18.5		

From table 3 it can be said that there is significant difference between social media addiction level and daily time spent on the internet ( $F = 62.56$ ;  $P < 0.05$ ).

To compare social media addiction scores with respect to daily visiting social media profiles here also one way ANOVA has been used.

Table - 4

Frequency of visit	N	M	F	p
None	100	50.5	42.34	0.000
1 - 2 times	20	68.02		
3 - 5 times	40	80.00		
6 - 10 times	90	85.60		
11 - 20 times	32	92		
Always	18	96		

From table 4 the results demonstrates that there is significant difference in social media addiction levels with respect to daily visiting social media profiles(42.34;  $p < 0.05$ ).

### Conclusion:

Gradually social media is making its strong position in this world with the development of information communication technology as well as internet technology. These social media has succeeded to open up a new dimension in the field of communication or to establish interrelation. Development and easily accessible internet technology and the computer system are responsible to the formation of social media. The level of mass communication has expanded to have new dimensions and an amazing interaction area named as virtual world has begun to form.

At present internet users create their own profile on social networking sites such as facebook, whatsapp etc. Internets users have gradually fallen into deep difficulties by using their own profile remain intact with internet. Mobile devices and other internet devices are making the access of internet and application of social media easier. These easily accessible system triggers social media addiction.

Today, face to face communication is going to in an end. Games, messages, audio and video calling and also virtual gifts are going to finish the emotional attachment with each other. Economic problems, physical inabilities and psychological disorder are the root causes to remain in virtual world. Social relationships become weak and this situation give rise to isolated individuals. Distinction between real and virtual life is blurred for social media addict.

So from the above findings researcher can say that social media has a significant influence on undergraduate people of west Bengal. This influence causes addiction level to increase and time level also increases. So to prevent addiction develop consciousness at the very beginning of the childhood. Social media addiction can be prevented by organising educational seminar and programmes. Media, Health authorities and Education should take action together to increase public awareness regarding social media addiction as well as internet addiction.

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