

An Empirical Study of Social Media Addiction

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Abstract - Social networking like Facebook, Instagram, Twitter, LinkedIn, Pinterest is getting a lot of attention, especially among students. People use social networking for a variety of reasons, including sharing their interests, engaging in relationships with friends and family, and stress. However, it soon becomes an addiction that only a few can escape. Thus, this paper aims to identify the prevalence of addiction to social networking among people and to examine the factors that lead to this behavior. A questionnaire were distributed to different age group peoples. A distributing result of this study shows that 71% are using social networking extensively and can be categories as social networking addicts. According to survey most peoples use social media every hour.

Key Words: Social network, addiction, behaviour, questionnaire, survey

1. INTRODUCTION

A social networking service (also a social networking website or social media) is an internet platform that individual used to form social networks or social relationships with other individual who share the similar personal or career interests, activities, backgrounds, or real-life connections. The social network is distributed across different computer networks. Social networking sites enable users to share concepts, digital photos and videos, posts and inform others regarding on-line or real-world activities and events with the individual in their network. There's no drawback with exploitation social media and not anything is wrong. Some individual use it to envision updates from their friends and to remain connected. Some individuals use it for enjoyment and pass the time.

Problems arise once an individual becomes obsessed with social media and spends an excessive amount of time on that platform, which, in turn, affects their life in an extremely negative means. And this can be clearly one thing that you just wish to avoid.

Addiction usually refers to compulsive behavior that encompasses a negative impact. In most addictions, individual area unit forced to require sure actions that build them a harmful habit, when that they interfere with alternative vital tasks, like work or faculty.

Someone who is addicted to social networking can be considered a person constantly checking Facebook status

updates to use social media or using their profile on Facebook for stocking on Facebook, for example, at the end of the hour. But it is difficult to say when having love for an activity depends on a dependency and crosses the line of harmful habits or addictions.

2. SURVEYS

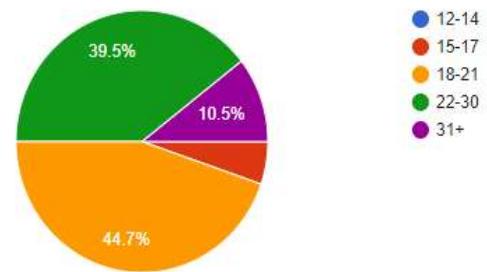
In order to establish current practice and desires, I conducted a survey of Social network addiction.

2.1 People's Survey

I invited different age group's people to participate in an online survey. I gathered input on how long people use social networks and their reactions to using social networks. In order to manage the input, I gave questions to our participants. From the participant's answers, I came to the final result. The questions I gave to the participants are as follows:

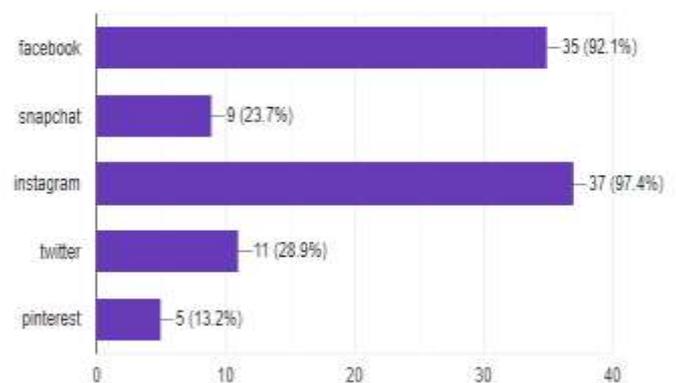
1. Choose your age group.
 - a. 12-14
 - b. 15-17
 - c. 18-21
 - d. 22-30
 - e. 31+
2. What social networking sites which does one use?
 - a. Facebook
 - b. Snapchat
 - c. Instagram
 - d. Twitter
 - e. pinterest
3. How many hours each day does one pay on these sites?
 - a. Each five minutes
 - b. Each half hour
 - c. Each one hour
 - d. Eight times each day
 - e. Five times each day
 - f. Three times each day
 - g. Once a day
 - h. Once per week or less
4. For what purpose does one use social media?
 - a. To communicate with friends & family
 - b. Seeing what's occurring in everyone's lives
 - c. organize events
 - d. sharing/liking posts
 - e. raise awareness
5. Does one feel an inclination to check social media?
 - a. Yes

- b. No
- 6. Which device does one use to see social media?
 - a. Portable computer devices
 - b. Mobile devices
 - c. Desktop devices
- 7. At what time does one use social media more?
 - a. Once you have free time
 - b. Once you are supposed to be learning.
 - c. In social things
- 8. To what extent does one assume social networking sites are impacting your overall well being?
 - a. Positive impact
 - b. no impact
 - c. negative impact
- 9. What emotions does one feel when using social networking sites?
 - a. Rejection
 - b. Happiness
 - c. Jealousy
 - d. Motivation
 - e. concern of missing out
 - f. sense of happiness
- 10. At what level these emotions impact on your well being?
 - a. It affects my ability to relate well with others
 - b. Provide a positive outlook
 - c. Provide the sensation of social and emotional isolation
 - d. Encouraging and motivating
 - e. Appears like my emotions are dominant my thoughts
 - f. Could result in alternative psychological state problems.



3.2 Social Networking Sites

In the Question 2, I attempted to obtain the information about which social networking sites people use the most. About (97.4%) people are use instagram. About (92.1%) people are use facebook. About (28.9%) people are use twitter. About (23.7%) people are use snapchat. About (13.2%) people are use pinterest. From that question it concludes that facebook and Instagram are the most use.



The people's survey was distributed through the mails by making Google forms.

2.2 Educator survey's evaluation

I received the 38 responses for the given google form survey which I would tell that I can do the data analysis. Most valuable data was collected from questions three to ten.

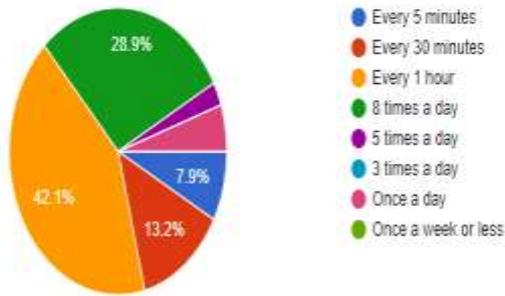
3. QUESTIONARY & ANALYSIS

3.1 Age group

From Question 1, I attempted to obtain the information about the age of respondents. About (44.7%) people which are use social network are from 18-21 age group. About (39.5%) people are from 22-30 age group. About (10.5%) people are over the age of 31. And About (5.3%) people are from 15-17 age group. From that question it concludes that college students are use more social networks.

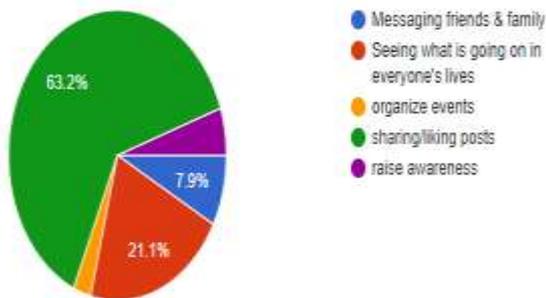
3.3 Time spend on these sites

From Question 3, I attempted to obtain the information about how much time people spend on social networking sites. This question is useful for deciding whether people are addicted to social networks. About (42.1%) people use social network every 1 hour. About (28.9%) people use social network 8 times a day. About (13.2%) people use social network every 30 minutes. About (7.9%) people use social network every 5 minute. About (5.3%) people use social network once a day. About(2.6%) people use social network 5 times a day. From that question it concludes that most people use social network every 1 hour.



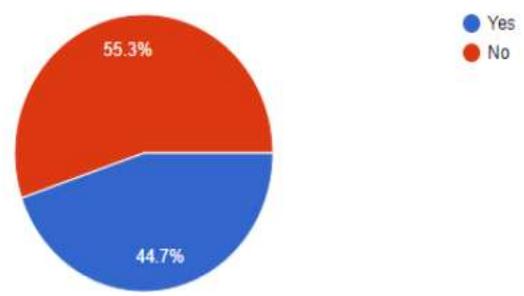
3.4 Use of Social Media

From Question 4, I attempted to obtain the information about for what purpose people use the social network. From that question we understand that people use social network for good or bad(wasting time) purpose. About (63.2%) people use social network for sharing/liking posts. About (21.1%) people use social network for seeing what is going on in everyone’s lives. About (7.9%) people use social network for messaging friends and family. About (5.3%) people use social network for raise awareness. About (2.6%) people use social network for organize events. So From that question it concludes that most people use social network for doing timepass and they indirectly waste their time.



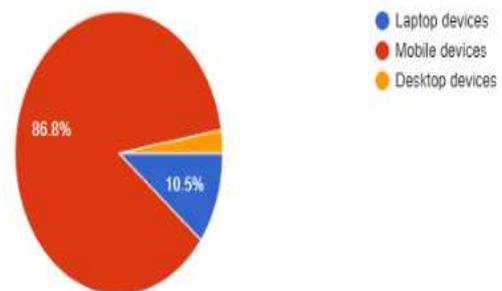
3.5 Inclination to check social media services

From Question 5, I attempted to obtain the information about what is the inclination of people to check social media services. By using this question, we can easily understand people’s interest in social media. About (44.7%) people feel inclination to check social media services and About (55.3%) people don’t feel an inclination to check social media services.



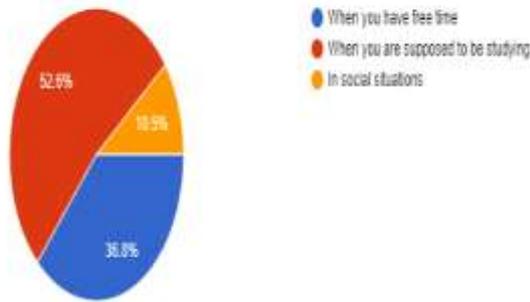
3.6 Device from which social media use

From Question 6, I attempted to obtain the information about the device which most use for social media. About (86.8%) people use mobile for using social media. About (10.5%) people use laptop for using social media. About (2.7%) people use desktop device for using social media. From that question it concludes that most people use mobile device for using social network.



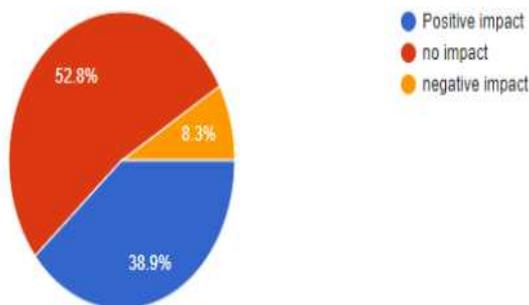
3.7 In what context social media use most

From Question 7, I attempted to obtain the information about in what context the social media use most. About (52.6%) people use social media when they are supposed to be studying. About (36.8%) people use social media when they have free time. About (10.5%) people use social media in social situation. So from that question it concludes that most people use social media when they are supposed to be studying. It means they waste their time on social media instead of doing there work or studying.



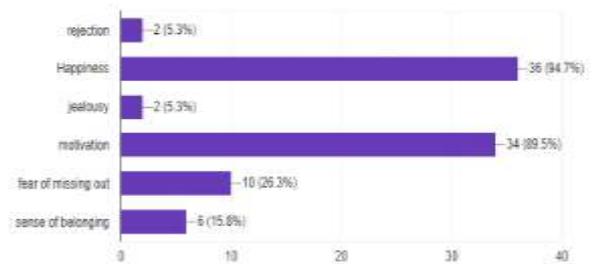
3.8 Impact of social networking on well being

From Question 8, I attempted to obtain the information about the impact of social network on overall well being. About (52.8%) people have no impact of social network on there well being. About (38.9%) people have positive impact of social network on there well being. About (38.9%) people have negative impact of social network on there well being.



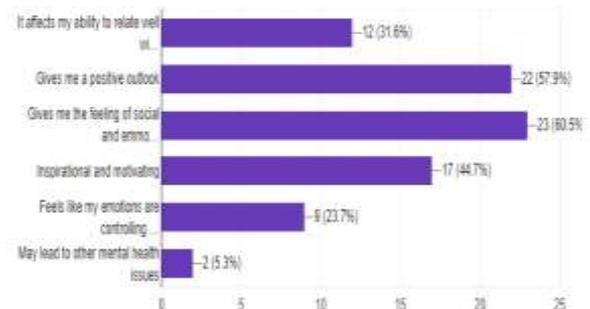
3.9 Emotions when using social networking sites

From Question 9, I attempted to obtain the information about the people’s emotions when social networking sites are use. About (94.7%) people’s emotion is happiness when they using social networking sites. About (89.5%) people’s emotion is motivation when they using social networking sites. About (26.3%) people’s emotion is fear of missing out when they using social networking sites. About (15.8%) people’s emotion is sense of belonging when they using social networking sites. About (5.3%) people’s emotion is rejection and jealousy when they using social networking sites. So from that question it concludes that most people feel happiness when they using social networking.



3.10 Emotions impact on people’s well being

From Question 10, I attempted to obtain the information about the impact on people’s well being because of the there emotions while using social networking. About (60.5%) people feels the feeling of social and emotional while using social network. About (57.9%) people feels the positive outlook while using the social network. About (44.7%) people feels the inspirational and motivational while using the social network. About (31.6%) people feels like it affects ability to relate well with others. About (23.7%) people feels like there emotions are controlling there thoughts. About (5.3%) people may lead to other mental health issues.



4. CONCLUSION

The results of this study indicate that the use of social networking sites is an event that people use to interact with each other individually. Most people use media platforms at different times in their lives, and when they limit their use of social networking sites, they feel different. Sometimes social media addiction lets people ignore relationships and responsibilities. The people between the ages of 18 to 21 are the most addicted to social networks. Every 1 hour most people use social network. Because of social networks, most young people who study are wasting their time on social media.

So in order to avoid becoming addicted to social networking, youth need to reduce the use of social networks.

REFERENCES

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