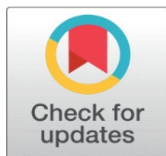


A STUDY ON STUDENT'S ADDICTIONS TO SOCIAL MEDIA

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[10.29121/shodhkosh.v4.i2.2023.3103](https://doi.org/10.29121/shodhkosh.v4.i2.2023.3103)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

One of the most important features of modern society is the growing impact of online communication tools, especially the internet. The main objective of this study is to examine the relationship of students with social media. Research Methodology: This is qualitative research. The scope of this study is limited to Kolar Gold Field students only. Conclusion: Nowadays students are more addicted to social media. Negative consequences like reduced productivity, depression, low self-esteem, stress, and low sleep quality. Hence it is recommended to students limit their social media usage and divert their minds toward other activities like playing games, reading books, and spending time with family and friends.

Keywords: Social media, Addiction, Mental Health, etc

1. INTRODUCTION

One of the most vital structures of modern society is the rising impact of online communication tools like Facebook, WhatsApp, YouTube, Instagram, Twitter, Tik Tok. Some individuals limit their use of the internet to only what they need, whereas others cannot limit their use. Excessive internet use is also called uncontrollable use of the internet or internet addiction. More internet addiction causes problems in people's daily life. Nowadays students are more addicted to these platforms. This leads to reduced productivity, Low self-esteem, Depression, Stress, and Poor sleep quality can lead to daytime sleepiness in students and negative effects on their performance, school, college achievements, and activities.

2. NEED OF STUDY

This study shows how much students are involved in the social media world and the need for this study is to know the addiction of students towards social media and the impact of social media on mental or physical health.

3. REVIEW OF LITERATURE

N R Ramesh Masthi, S Pruthvi and M S Phaneendra (2018) states that social media addiction is an emerging health problem in India, especially among the young population. This study points toward the need for legislative action like considering having an age limit for use of social media just as we have for cigarette smoking and alcohol.¹

Shaw and Black (2008) states that poor control on behaviour the use of computer and internet usage is defined as internet addiction that may lead to impairment or distress among users.²

Jamel J Al Menayes (2015) aimed to examine social media addiction in a sample of university students. Based on the internet addiction scale developed by Young (1996). Data showed that social media addiction was a negative predictor of academic performance and also for future studies.³

Daria Kuss and Mark D Griffiths (2012) states that 'addiction' to social network on the internet may be a potential mental problem for some users and also includes the decrease in real life social community participants and academic achievements, as well as relationship problems, each of which may be indicative of potential addiction.⁴

OBJECTIVES OF THE STUDY

1. To examine the relationship of students towards social media.
2. To examine the negative consequences related to social media usage.

RESEARCH METHODOLOGY

This study is analytical research, that attempts to examine student's addiction to social media.

SOURCE OF DATA

Primary Data

Primary data have been collected through via google form for collecting the student's addiction to social media.

Secondary Data

Secondary data has been collected through journals, articles, and websites.

SCOPE OF THE STUDY

Primary data collected for the study is limited to Kolar District only.

SAMPLING PLAN

The convenience sampling method was adopted to collect the primary data.

SAMPLING SIZE

The required primary data has been collected from 100 students for the study.

DISCUSSION AND ANALYSIS

TABLE NO.1 SHOWING THE AGE OF THE RESPONDENT'S

Age of the Respondent	Number of Respondents	Percentage
Below 20	12	12
20-30	88	88
Total	100	100

SOURCE: PRIMARY DATA

Table No.1 shows that 12% of the respondent's age is below 20 and 88% of the respondent's age falls between 20-30.

TABLE NO.2 SHOWING THE RESPONDENT'S QUALIFICATION

Qualification	Number of Respondents	Percentage
PUC	14	14
UG	51	51

¹ <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC6166494/>

² [https://www.scirp.org/\(S\(czeh2tfqw2orz553k1w0r45\)\)/reference/referencespapers.aspx?referenceid=1137386](https://www.scirp.org/(S(czeh2tfqw2orz553k1w0r45))/reference/referencespapers.aspx?referenceid=1137386)

³ <http://www.sciepub.com/reference/222075>

⁴ http://www.researchgate.net/publication/232708778_online_social_networking_and_addiction_-_A_review_of_the_psychological_literature

PG	35	35
Total	100	100

SOURCE: PRIMARY DATA

Table No.2 shows that 14% of the respondents are studying PUC, 51% of the respondents are UG students, and 35% of respondents are studying PG.

TABLE NO.3 SHOWING THE RESPONDENTS GENDER

Gender	Number of Respondents	Percentage
Male	26	26
Female	74	74
Total	100	100

SOURCE: PRIMARY DATA

Table No.3 shows that 26% of the respondents are male and 74% of the respondents are female.

TABLE NO.4 SHOWING WHETHER THE STUDENTS OFTEN THINK ABOUT SOCIAL MEDIA WHEN THEY ARE NOT USING

Opinions	Number of Respondents	Percentage
Agree	63	63
Disagree	37	37
Total	100	100

SOURCE: PRIMARY DATA

Table No.4 shows that 63% of the respondent agreed that they are thinking about social media when they are not using and 37% of the respondents disagreed that there are not thinking about social media when they are not using.

TABLE NO.5 SHOWING THAT ARGUMENTS ARISE WITH OTHERS BECAUSE OF SOCIAL MEDIA USAGE

Opinion	Number of Respondents	Percentage
Agree	51	51
Disagree	49	49
Total	100	100

SOURCE: PRIMARY DATA

Table No.5 is analyzed that 51% of the respondents agreed and 49% of the respondents disagreed that arguments arise with others because of social media usage.

TABLE NO.6 SHOWING STUDENTS OFTEN USE SOCIAL MEDIA FOR ANY SPECIFIC REASON

Opinion	Number of Respondents	Percentage
Agree	28	28
Disagree	72	72
Total	100	100

SOURCE: PRIMARY DATA

Table No.6 is analyzed that 28% of the respondents agreed that they use social media for any specific reason, were as 72% of the respondents disagreed with that statement.

TABLE NO.7 SHOWING THAT WHETHER THE STUDENTS CKECK THEIR PHONE WHEN THEY WAKE UP AND BEFORE GO TO BED

Opinion	Number of Respondents	Percentage
Agree	88	88
Disagree	12	12
Total	100	100

SOURCE: PRIMARY DATA

Table No.7 shows that 88% of the respondents agreed that they check their phone when they wake up and before go to bed and 12% of the respondents disagreed with that statement.

TABLE NO.8 SHOWING THE TIME SPENT BY THE STUDENTS ON SOCIAL MEDIA

Time Spent by Students	Number of Respondents	Percentage
Less than 1 Hour	26	26
1 to 2 Hours	32	32
2 Hours and Above	42	42
Total	100	100

SOURCE: PRIMARY DATA

Table No.8 is analyzed that 26% of the respondents are using social media for less than 1 hour, 32% of the respondents are spending 1 to 2 hours, and 42% of the respondents are spending 2 hours and above on social media.

TABLE NO.9 SHOWING WHETHER THE STUDENTS TRIED TO CUT BACK ON THEIR USE OF SOCIAL MEDIA BUT FAILED

Opinion	Number of Respondents	Percentage
Agree	51	51
Disagree	49	49
Total	100	100

SOURCE: PRIMARY DATA

Table No.9 shows that 51% of the students tried to cut back their use of social media but failed and 49% of respondents disagreed with that statement.

TABLE NO.10 SHOWING THAT WHETHER THE STUDENT'S PRODUCTIVITY DECREASES DUE TO SOCIAL MEDIA

Opinion	Number of Respondents	Percentage
Agree	53	53
Disagree	47	47
Total	100	100

SOURCE: PRIMARY DATA

Table No.10 shows that 53% of the respondents agreed that their productivity decreases due to social media usage and 47% of the respondent disagreed with the statement.

TABLE NO.11 SHOWING THAT WHETHER STUDENTS ARE SPENDING MORE TIME ON SOCIAL MEDIA THAN WITH FAMILY AND FRIENDS

Opinion	Number of respondents	Percentage
Agree	65	65
Disagree	35	35
Total	100	100

SOURCE: PRIMARY DATA

Table No.11 shows that 65% of the students were agreeing that they are spending more time on social media than with family and friends and 35% of the students disagreed with the statement.

4. FINDINGS OF THE STUDY

1. Majority of the respondent's age falls between 20-30.
2. Majority of the respondents are UG students.
3. Majority of the respondents are female.
4. Majority of the students agreed that they are thinking about social media when they are not using.
5. Majority of the students agreed that arguments arise with others because of social media usage.

6. Majority of the students agreed that they use social media without any specific reason.
7. Majority of the students agreed that they check their phone when they wake up and before go to bed.
8. Majority of the students are spending 2 hours and above on social media.
9. Majority of the students tried to cut back on their use of social media but failed to do so.
10. Majority of the students agreed that their productivity decreases due to social media usage.
11. Majority of the students agreed that they are spending more time on social media than with family and friends.

5. CONCLUSION

Nowadays students are more addicted to social media. Even they are thinking about social media, when they are not using. Social media addiction leads to arguing with others for unwanted reasons. Whenever the students are free, they wanted to use social media. Students are spending more time on social media. So, they are least bothered about their family and friends. Continuous and more usage of social media decreased the productivity of the students.

6. RECOMMENDATION

Hence, to eliminate the social addictions of students they are recommended to divert their mind in some other activities like playing outdoor and indoor games, reading books, and spending more time with family and friends.

CONFLICT OF INTEREST

None

ACKNOWLEDGEMENTS

None

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