

“Social Media Addiction & Psychological Well-Being among the Undergraduate Arts and Science Students from Tiruchirappalli and Dindigul Districts”.

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Social media has become the fourth pillar of democracy. It is an unavoidable tool evolving at a rapid pace. Since the creation of social media networks, the internet has become the most popular tool among college students because they embrace new media quickly, such as *Facebook, Twitter, LinkedIn, Snapchat, Instagram, Pinterest, and YouTube*. It has become the new gateway for the expression of today's college generation. Studies reveal that university students use social networking most among the various age groups. These social media also affect students' mental health; which refers to their emotional, psychological, and social well-being.

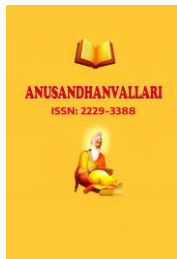
The aim of the study was to find out the relationship between Social Media Addiction (SMA) and Psychological Well Being (PWB) among the undergraduate arts and science colleges from the districts of Tiruchirappalli and Dindigul. The 29 items Social Media Addiction Scale - Student Form by Cengiz Şahin (2018) and 18 items Psychological Well-Being scale by Ryff.C.D et al., (2010) scales were used to measure SMA & PWB. Using Google form the data were collected randomly from Literature, Arts and Science students. (Fifty each from three different colleges, N=150). Statistical tools such as ANOVA, Chi-Square and Correlation Tests have been used to verify the hypotheses and draw a conclusion.

It was observed that there exist a significant, negative association between SMA & PWB ($r = 0.725$, $p < .00$, Sig) Undergraduate students spend boundary-less time on social media platforms. They have no proper reason/purpose for using this social media thus the pattern of their behaviour has been changed, their life orientation has been shattered/distracted. As a result, most of them do not know how to balance their lifestyle between the virtual world and the real. Hence they need to be motivated on the right path so that they may value/live their younger adolescence as a meaningful and purpose-driven life. The authors have explained in detail in this paper.

Keywords: Social Media Addiction, Psychological Well-Being.

INTRODUCTION

We live in a complex situation where communication, information environment, emotional intelligence and well-being are still top discussion topics. Social Media has developed so much that it brought changes in people's lives over the past few decades and they are now part of life. Moreover, it has become the best friendly tool for youngsters. Due to these developments, there is an increase in the usage of mobiles, it is an easily available source of information to the world and barriers are very less in communication. Social media creates an impact on several aspects of human life, particularly in the lives of youngsters. The internet has become very cheap, mobile apps are user-friendly, and all these are available to people across the world. No wonder this has changed the lifestyle of the young adults of today. Social media facilitates paying the bills online, online shopping, buying and selling has become easy, provides past pieces of information, holds a lot of study



materials, teaching and learning takes place, etc. However, the overuse of social media shows that young adults' emotions become blended and ineffective in interpersonal relationships.

In recent times the overuse of the internet and social media sites are increased drastically especially among young adults, because it provides video games, movies, current trending information, etc. Thus, it converts the person so addicted to social media. The important factor that we must consider is, internet or social media addiction creates a dependency of the person more on the internet, social media sites and mobile phones. If young adults are deprived of mobile phones and the internet, they get into unpleasant feelings like depression, sadness, unhappiness, a loss of life etc. Their addiction to social media and the internet explicitly tells us that there is an imbalance in their tolerance; they get into wrong information and communication. Their involvement in social media sites keeps them busy with their virtual friends, but they forget the reality and to relate with their own family members and friends.

PURPOSE

This study is made to determine the significant usage of social media sites and their addiction (networking sites) like, *Facebook, Twitter, LinkedIn, Snapchat, Instagram, Pinterest, and YouTube* have influenced the lives of young adults on their state of well-being. This study examines the correlation between young boys and girls, UG I, II, and III year literature, Arts and Science students from two different districts, namely Dindigul and Tiruchirappalli. Measuring the amount of time spent, and the purpose of Social Media usage by the above-mentioned students and how it affects their well-being as well as finding out their life orientation toward life.

LITERATURE ANALYSIS

According to **Goldberg (1995)**, *"Internet Addiction: real or virtual reality,"* was originally used to describe the negative effects of excessive Social Media use on personal life. This is similar to substance abuse, such as chemical addiction. These addicts may suffer physically or emotionally from such dependence.

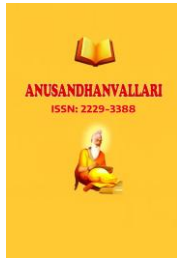
According to **Kim, LaRose, & Peng (2009)**, *addiction is a phenomenon that manifests tolerance, withdrawal symptoms, and dependence that are accompanied by social problems. This term was limited to drugs once, but now it is applied to the internet, mobile-phone usage and other behaviours addictions. Studies revealed that social media addiction has an effect on psychological well-being.*

Social Media Addiction and Psychological Well-Being

Lenhart, Rainie & Lewis (2001) reported that 55% of young adults suffer from internet or social media addiction. The report also indicates high rates of physical problems like headaches, back pain, neck pain, and eye problem. This study found that social media addiction negatively affects adult's well-being. **Nalwa & Anand (2004)** examined that 16 and above young adults become dependent on this social media sites thus they delay their daily work.

The findings were also seen by **Lenhart (2015)**, where it was found that girls are more likely to visit than boys on Facebook often (45% boys vs. 36% girls). Girls are more likely to use Instagram and tumble (23% vs. 23%). Studies have shown that while women primarily use social networking to maintain and find old relationships, men usually seek social media help to build a new relationships.

Winter & Yaffe (2000) the studies have shown that psychological well-being can directly affect students' levels of depression, value system, and perfectionism. It was reported that the psychological well-being of students was negatively related to.



DEMOGRAPHIC DESCRIPTION

Age: collected data in three categories (17-18, 18-19, 20 and above)

Gender: Male and Female undergraduate students

Departments: Literature, Art and Science

Year: I, II, III year students

Residence: Tiruchirappalli (metro) & Dindigul (Rural) Districts

THE STUDY

AIM

To study Social Media Addictions and the Psychological Well-Being conditions among young adults.

THE OBJECTIVE

To portray the socio-demographic profile of the young adults

To measure the level of Social Media Addiction among the young adults

To measure the level of Psychological Well-Being among young adults.

To find out the association between socio-demographic conditions, social media addictions and psychological well-being among young adults.

HYPOTHESIS

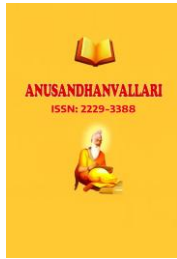
1. H1. The Higher the Social Media Addiction among young adults lower will be their Psychological Well-Being (*the relationship between SMA & PWB*).
2. H2. There is a significant difference in the usage of Social Media among undergraduate students of I, II & III years.
3. H3. There is a significant difference among (Gender) male and female students in the usage of Social Media and their psychological well-being.
4. H4. There is a significant difference between young adults of (Place) Tiruchirappalli and Dindigul district in the usage of Social Media.

RESEARCH DESIGN

In this research, the researcher used a Quantitative research design.

TYPES OF RESEARCH

Descriptive research to find out the significant relationship between SMA & PWB among undergraduate students.



VARIABLES

1. Independent Variables

Age, Gender, Department, Year and Residence

2. Dependent Variables

Psychological Well-Being

3. Intervening Variables

Social Media Addiction

Components of SMA (29)

Virtual Tolerance (1-5)

Virtual Communication (6-14)

Virtual Problem (15-23)

Virtual Information (24-29)

Components of PSB (19 Direct & Reversed questions were used)

Direct: (4, 5, 6, 7, 10, 14, 15) Reversed: (2, 3, 8, 9, 11, 12, 13, 17, 18)

Autonomy (15, 17, 18)

Environmental (4, 8, 9)

Personal Growth (11,12,13)

Positive Relation (6, 13, 16)

Purpose in Life (3, 7, 10)

Self-Acceptance (1, 2, 5)

UNIVERSAL & SAMPLE SIZE

Universe: Young Adults of Tiruchirappalli and Dindigul Districts.

Population: Undergraduate students from three selected colleges - (St. Joseph, Jamal Mohamed, EVR – Trichy/ Sacred Heart, Anugraha, Bon Secours – Dindigul), and from three departments – literature, Arts and Science.

Sample Size: 50 each from three different departments (literature, Art & Science)

SAMPLING TECHNIQUE

The researcher has adopted a simple random technique in which the questionnaires were sent via Google form and collected it, and there is randomness.

SOURCES OF DATA

The researcher used the primary data, which he collected directly from the respondent by administering the Google form.

Available online at <https://psvmkendra.com>

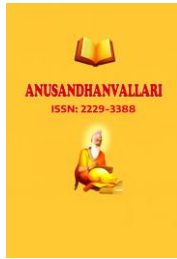
TOOLS USED

The 29 items for Social Media Addiction Scale - Student Form by Cengiz Şahin (2018) and 18 items for the Psychological Well-Being scale by Ryff.C.D et al., (2010) scales were used to measure SMA & PWB. Using Google form the data were collected randomly from Literature, Arts and Science students. (Fifty each from three different colleges, N=150+150, Tiruchirappalli & Dindigul). The 29 items for Social Media Addiction with five alternatives (Strongly disagree, disagree, neutral, agree and strongly agree), the scale results were collected in four aspects i.e. Virtual Tolerance 1-5, virtual communication 6-14, virtual problem 15-23, and virtual information 24-29. For the well-being, direct and indirect questions were asked based on six values (anatomy, environmental, personal growth, positive relation, purpose in life, self-acceptance) direct questions were 1,2,3,8,9,11,12,13,17 and 18, reversed value questions were 4, 5,6,7,10,15, and 16. Seven alternatives were given namely (strongly agree, somewhat agree, little agree, neither agree nor disagree, little disagree, somewhat disagree, and strongly disagree).

RESULTS AND DISCUSSION

Table No: 1: Distribution of Samples based on Socio Demographic Variables.

FACTORS	N (361)	PERCENT
1. AGE:		
17 TO 18	71	19.7
19 TO 20	151	41.8
21 & Above	139	38.5
2. GENDER		
MALE	153	42.4
FEMALE	208	57.6
3. COURSE OF STUDY		
ARTS	104	28.8
SCIENCE	156	43.2
LITERATURE	101	28.0
4. YEAR OF STUDY		
FIRST YEAR	63	17.5



SECOND YEAR	118	32.7
THIRD YEAR	180	49.8
5. PLACE		
TRICHY	151	41.8
DINDUGAL	210	58.2

From table 1, it is inferred that A total number of 361 (N=50 each) students between 17-21 and above, the sample was taken from both male and female (undergraduates) from three selected colleges of Tiruchirappalli and Dindigul district, Tamil Nadu, India and from three departments – Literature, Arts and Science used to know the usage patterns of social media. Also, they were divided into three groups first, second and third year. All the samples were included. The collected data were analysed using correlation, mean value, t-test, and F-ratio and the details are given.

In the comparative study between Male and Female, I, II, and III years, Trichy and Dindigul district college students have differences of opinions with regard to social media addiction

Above two fifths of the respondents (41.8%) are in the age group of 19-20.

Two third of the Female gender (57.6%) are the respondents who most use social media.

Literature department students are the highest in the percentage of social media usage (28.0%), and second higher are the Arts students (28.8%).

First-year students are using social media more (17.5%)

Compared to Trichy, the Dindigul District college students use social media more due to their status and the environment they get used to social media than anything else.

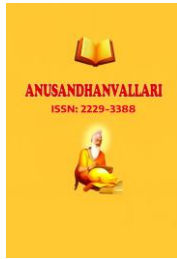


Table No: 2: Correlation values for Social Media Addiction & Psychological Well Being (N= 361)

FACTORS	SMA	PWB
SMA: Social Media Addiction	1	
PWB: Psychological Well Being	- 0.677(**)	1

(Source: Primary Data) ** $p < .001$ Significant at 99.9 % level.

From table 2 it is inferred that there exists a negative significant association between Social Media Addiction and Psychological Well Being. The r value is found to be -0.677** which means, there is a negative correlation that is when Social Media Addiction increases Psychological Well-Being automatically decreases. Therefore, when the Social Media Addiction is higher, their Psychological Well-Being will be lower. The correlation could be -1 to +1, now we have got minus value, also we should keep in mind that correlation should be significant otherwise it would be called a number or by chance. So for that r value with the size of the n value (one t formula) is adapted, and checked whether that t value is significant. We have found that since there is Social Media Addiction, the Psychological Well Being is decreased. It is understood that if a person is not psychologically well then he/she would be media addicted person.

TABLE: 3: MEAN, SD AND STATISTICAL RESULTS FOR THE LEVEL OF SOCIAL MEDIA ADDICTION BASED ON SOCIO-DEMOGRAPHIC FACTORS.

SLNO	FACTORS	N	MEAN %	SD	STAT RESULT
1	AGE				F Ratio = 10.7
	17 TO 18	71	72.5	10.2	$p < .001$
	19 TO 20	151	67.4	8.7	Sig
	21 & Above	139	59.2	6.9	
2	GENDER				't' value = 13.12
	MALE	153	63.7	8.1	$p < .001$
	FEMALE	208	74.9	7.9	Sig
3	COURSE OF STUDY				
	ARTS	104	64.8	9.2	F Ratio = 9.2

	SCIENCE	156	59.3	7.6	p<.001
	LITERATURE	101	69.9	5.3	Sig
	YEAR OF STUDY				F Ratio = 12.9
4	FIRST YEAR	63	70.2	10.1	p<.001
	SECOND YEAR	118	65.7	8.7	Sig
	THIRD YEAR	180	59.9	6.9	
	PLACE				't' value = 15.42
5	TRICHY	151	61.2	5.7	p<.001
	DINDUGAL	210	72.4	8.1	Sig

Here, an attempt has been made to compare the subcategories of selected social demographic variables with the level of social media addictions. We have taken one-way ANOVA, t-test, mean value found and standard deviation has been taken.

There is a significant difference between the young adults from different age group and their level of social media addiction f-ratio is significant. Further, it is inferred that young adults between the ages of 17-18 have a higher level of social media addiction when compared to others.

Similarly, Females have more addiction towards Social Media, and literature students from the first year are more involved in this addiction. Finally, Tiruchirappalli when compared to Dindigul, the students from the Dindigul district are more Addicted to Social Media.

Age

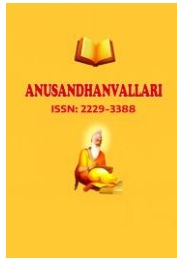
In the age category, we have three groups (17-18, 19-20, 21 and above). If there are 2 or more groups we need to have F-ratio that is one-way ANOVA (one-way analysis of variants). It reveals that the age group between 17-18 are the most users of using social media.

Gender

We have only two groups for which t-tests were made. Here the t-test represents the independent sample because males are different from females in their activities, style of life and all other works.

One-way ANOVA is Significant

In this, we wanted to establish the fact that mean values for the students from different age group with regard to social media addiction is different. It is found that the age group 21 and above their mean value is lower than 59.2%, whereas the 17-18 age group mean value is higher than 72.5%. These observed differences are statistically significant because F-ratio is significant. Also, the mean value for Female is higher at 74.9%, it means that this value is also observed as statistically significant, and the t-value is also higher at 13.12. hence we can conclude that females have got more Social Media Addiction compared to their counterparts.



Course of Study

The study groups are more than 2 so we have taken the F-ratio and it shows significant value but then the mean value differs, in which we conclude the literature students 69.9% are statistically struggling with Social Media Addiction.

Year

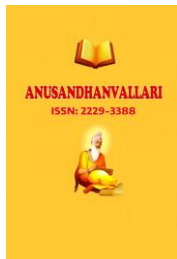
According to the data third-year students spend less time on Social Media, because as they are in their final year, have to get into a job so for which they need to prepare themselves to look for a job and so on.

Districts

It is observed that, Comparatively Dindigul college students are more addicted to social media than Tiruchirappalli college students because the t-value is significant.

TABLE: 4: MEAN, SD AND STATISTICAL RESULTS FOR THE LEVEL OF PSYCHOLOGICAL WELL-BEING BASED ON SOCIO-DEMOGRAPHIC FACTORS.

SLNO	FACTORS	N	MEAN %	SD	STAT RESULT
AGE					
1	17 TO 18	71	58.5	9.2	F Ratio = 13.9
	19 TO 20	151	62.4	6.7	p<.001
	21 & Above	139	71.2	8.9	Sig
	GENDER				't' value = 14.45
2	MALE	153	73.7	7.1	p<.001
	FEMALE	208	62.9	6.9	Sig
COURSE OF STUDY					
3	ARTS	104	62.8	7.2	F Ratio = 11.9
	SCIENCE	156	71.3	9.6	p<.001
	LITERATURE	101	59.9	8.3	Sig
YEAR OF STUDY					
4	FIRST YEAR	63	57.2	9.4	p<.001
	SECOND YEAR	118	61.7	7.7	Sig



	THIRD YEAR	180	73.8	8.9	
	PLACE				't' value = 14.73
5	TRICHY	151	73.2	6.7	p<.001
	DINDUGAL	210	62.4	7.1	Sig

From table 4 it is observed that the mean value for the age group 17-18 is lower 58.5% than the others and the F-ration is higher so it is significant. Hence, we conclude that the first-year student's psychological well-being is lower than that of others. In addition, the mean value for the Female students is lower than the Male's 62.9%, the t-value is higher, and it is significant. Hence, it is proved that Female students' psychological well-being is lower compared to Male students. With regard to the psychological well-being between Tiruchirappalli and Dindigul, the Dindigul district students have a lower percentage 62.4% value than the Tiruchirappalli district 73.2%.

As a result, we conclude saying that, when an adult is addicted to Social Media he/she is not psychologically well, because they do not pay attention to reality and to the day to day activities, rather they spend more time on social media, which leads to their mental depression and disturbed from their regular rhythm of life. It is also found that Female students are more addicted to Social Media, and this generation needs to focus and concentrate to be deviated from these addictions. In a rural place like Dindigul mobile addiction is more because their educational qualification is still needed to be improved as well as the usage of Social Media.

CONCLUSION AND FURTHER DEVELOPMENT

This study indicates that young adults are more prone to social Media Addiction and it creates harm to physical, social, emotional, and psychological wellness to respondents. Media exposure through various platforms has become the order of the day and it invades the lives of young adults and wrongly shapes the taste of their life more compared to other segments of society. It negatively persuades their psychological well-being, values and behaviours and thus intrudes them to lead a less focused, emotionally imbalanced life.

It is understood that those who are mostly on Social Media platforms are young adults who are not a focused group. We cannot avoid Social Media and its usage, but then we can reduce or limit usage.

- ✓ They should be motivated to use Social Media for educational purposes.
- ✓ They should avoid binge watching
- ✓ They should use the internet to increase their intellect with regard to subjects.

- ✓ If your well-being needs to be good, your physical and mental health should be good, for this one should have peaceful sleep. In addition, eating habits should be taken care of. If so our physical energy will be good.
- ✓ Finally, World Health Organization has suggested 10 life skills, if we import that into our lives, Psychological Well-Being would be good and Social Media Addiction will be reduced.

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