



Short Communication

Social media addiction - A threat to human society

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ABSTRACT

Utilizing the technology made our life very easier and brought the globe in our hand which has got both pros and cons. Young generation is more of techno oriented than the values that makes them to be depending on the social medias easily that affects the domains of health. A study was conducted to assess the Social media addiction among the paramedical students. Quantitative research approach with non experimental, descriptive research design was used. Non probability convenient sampling technique was used to select 140 para medical students who fulfills the inclusion criteria. Self administered structured questionnaire was used. Modified social media addiction likert scale was used with 20 items. Findings of the study shows that vast majority (103(74%)) of the students were addicted to the social media. To conclude, it is the high time for the policy-makers to restrict on this and make provision to improve the interaction skills.

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1. Introduction

Present generation in computer era which influence the human kind in many ways. Use of advanced technology is inseparable in all spheres of our life especially in this covid-19 pandemic scenario.¹ Social medias are one of the best communication channel such as applications, websites that allow people to share their ideas, thoughts, and feelings through mediums such as photos, music and videos. It is an environment in which a group of people come together to share their views, data, relationships by using internet communication channels. The use of social media sometimes becomes addictive as it affects our brain's reward area. Social media addiction can be referred as the compulsive use of social media platforms which lead to

negative effects on daily life of a person. This term often used to refer to someone who spends too much time on any forms of social media. Research studies showed that the excessive use of technology such as internet and social media by teenagers has caused disruptions in their physical and mental health, sleeping patterns, their weight and levels of exercise, and notably in their school work. Excessive internet usage is sometimes linked to lower grades.^{1,2}

A recent study found that time spent on Facebook has a strong negative relationship with the average grades obtained by a student throughout his entire academic experience. The effects of social media addiction include anxiety or depression, increased isolation, decreased physical activity, low self-esteem, and poor work or school performance, among many others. Overall social media addiction was observed in 27.4% of the study subjects, 24.0% in government and 30.8% in private colleges (Z =

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3.26, $P = 0.001$). However, the prevalence of social media addiction among social media users (1389) was 36.9%. The prevalence of mild addiction was high. A study (2019) suggested that teenagers who use social media for more than 3 hours daily are more likely to experience mental health problems, such as depression, anxiety, aggression and antisocial behaviour. The best way to beat social media distraction is create a distraction free zone, use of social media blocker, turning off notifications and setting a schedule for checking social media. The use of multiple social media platforms is more strongly associated with depression and anxiety among young adults than time spent in online. Overusing social networking sites can result in many health and personal relationship problems also seen in other addictions.³⁻⁵

The imbalanced time and attention to entertainment activities on the Internet can potentially lead to academic distraction. The heavy use of Facebook or the Internet for entertainment could alter students' habitual behavior in reading, writing, and attention for completing academic tasks.⁶

2. Objective

Assess the social media addiction among the students.

3. Methodology

3.1. Research approach

Quantitative research approach.

3.2. Research design

Non experimental, descriptive research design.

3.3. Research setting

Government Paramedical College, Silvassa.

3.4. Target population

All paramedical students.

3.5. Sampling technique

Non-probability, convenient sampling technique.

3.6. Sample & sample size

Paramedical students who fulfills inclusion criteria and sample size was 140.

3.7. Research variables

Social media addiction.

3.8. Data collection techniques & tool

Self-report technique through Google forms

1. Tool - 1: Self-administered Questionnaire to assess the Socio - Demographic variables
2. Tool – 2: Modified Social Media Addiction Scale

3.9. Data analysis

Analysis done by using descriptive & inferential statistics.

4. Result

Table 1: Frequency and percentage distribution of paramedical students according to their socio - demographic variables (n=140)

S. No.	Socio-Demographic variables	Frequency (f)	Percentage (%)
	Age in years		
1	a. ≤ 19	91	65
	b. > 20 years	49	35
	Gender		
2	a. Female	107	76
	b. Male	33	24
	Place of Residence		
3	a. Urban	92	66
	b. Rural	48	34
	Duration of using mobile phones		
4	a. < 3 years	93	66
	b. > 4 years	47	34
	Active in Social Media		
5	a. < 3 years	94	67
	b. > 4 years	46	33

Table 2: Frequency and percentage of level of social media addiction of paramedical students (n=140)

S. No.	Level of Social Media Addiction (Score)	Frequency (f)	Percentage (%)
1	Not Addicted (1-29)	6	4
2	Moderately Addicted (30-58)	25	18
3	Highly Addicted (59-87)	103	74
4	Very highly Addicted (88-116)	6	4
	Total	140	100

5. Discussion

Present study findings shows that vast majority (103(74%)) of the students were addicted to the social media. This must be the prime concern for the institution because it may affects their academic. Similar findings were obtained from the study conducted in California State University that

shows that persons who visited any social media site at least 58 times per week were three times more risk of feeling socially isolated and depressed compared to those who used social media lesser than 9 times in a week.^{1,2}

In contrast to the present study the other study that shows that most of the students had moderate level of social media addiction whereas very less were shown severe level of social media addiction. Majority 42% of nursing students had moderate social media addiction, 30% nursing students had mild social media addiction, only 14% nursing students had severe social media addiction, and the remaining 14% had no social media addiction. Based on social media addiction scales scores, nursing students had maximum score of 89 with a mean 52.33%, mean score percentage 52.33%, and standard deviation 19.079.^{3–6}

6. Implications

Study findings helps to understand the influence of Social media. Appropriate usage of Social media need to be insisted in the curriculum for the mental health. So that Social interactions can not be hindered.

7. Recommendations

1. Correlation study can be done on Impact of Social media addiction over the academic performance
2. Similar study can be done over the different groups
3. Should make a strategies to limit Social media dependence
4. Strategies to be inculcated to improve Social interactions

8. Conclusion

Present study shows that our young generation is transforming into dependency on technology which is limiting the Social interactions and also had ill effect on both physical and mental health. It may leads to antisocial behaviour and rise in crime rate. It is the high time for the policy-makers to restrict on this and make provision to improve the interaction skills.


9. Conflict of Interest


None.

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