



“A Study To Assess Social Media Addiction On Academic Performance Among Adolescents In Selected Secondary School Of City.”

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ABSTRACT

PROBLEM STATEMENT

“A study to assess social media addiction on academic performance among adolescents in selected secondary school of city.”

BACKGROUND OF THE STUDY:

The rapid emergence of social networking sites like Facebook Twitter, Instagram and others lead to some significant changes in how people connect and communicate. Over use of social media has been linked to various problem like decrease in sleep hours, lack of appetite for a long time and limited physical activity leading to obesity. It can also interfere with other aspects of daily life of an individual. The amount of time one spends using social media is associated with their academic performance.

MATERIALS AND METHOD:

The Research Method adopted for the present study was Non-experimental descriptive research design, which was quantitative research approach. Non-probability convenient sampling technique used. The study aimed at assessing social media addiction on academic performance among adolescents in selected secondary school of city. Sample size was 134 adolescents. Standardized Social Media Addiction Scale (SMAS) tool used for assessment of social media addiction among adolescents.

RESULT

In the present study, 35.07% of the adolescents were less addicted to social media. 34.33% of the adolescents were moderately addicted. In the present study shows the association of social media addiction score with academic performance of adolescents in selected secondary school of city. The calculated $p = 0.002$ which was lesser than the acceptable level of significance i.e. ' p ' = 0.05. Hence, it was interpreted that academic performance of adolescents in selected secondary school of city was statistically significant with their social media addiction score. p value-0.002 which was less than 0.05 standard deviation for social media addiction was 27.15 & academic performance was 1.92.

INTRODUCTION

“We don’t have a choice on whether we DO social media; the question is how well we DO it.”

–Erik Qualman

Adolescence is the period of transition between childhood and adulthood. The World Health Organization (WHO) define an adolescent between ages 13 and 18. It is a unique stage of human development and an essential time for laying the foundations of good health. Adolescents experience rapid physical, cognitive and psychosocial growth. It affects how they feel, things, make decisions and interact with the world around them during adolescence numerous changes occur, and abilities functional to self-regulations are still relatively immature. This area plays a key role in the regulation of emotions and the evolution of the risk and could be responsible for adolescents’ general tendency to risk-taking and impulsivity. Therefore, it may explain also adolescents' vulnerability to excessive use of the internet, especially with the lack of self-regulatory strategies and when parents are unable to often offer an external regulation to their offspring. At the same time, many adolescents engage in some form of online media daily (including Facebook, Instagram, Twitter, YouTube, Snap Chat, and video games).

Scientists still debate whether internet addiction should be included in the Diagnostic and Statistical Manual of Mental Disorders (DSM). In the fifth edition of the DSM, social media addiction has equated the addiction to internet games. However, the scientific community has not yet reached a consensus on whether social media addiction and addiction to internet games should be viewed together or separately. Adolescents are the major users of new technologies and their major purpose is social interaction. Even though new technologies are useful to adolescents, in addressing their extension tasks, recent studies have shown that they may be an obstacle in their growth. Research shows that adolescent with social media addiction experience lower quality in their relationship with parents and more individual difficulties. However, finite research is available on the role played by adolescents' attachment to parents and peers, considering their psychological profiles. Hierarchical lapse analyses were managed to verify the influence of parental and peer attachment on internet use/abuse, considering the moderating effect of adolescents' psychopathological risk. The improved use of social networking culture and social networking sites by adolescents has helped convey friends and family closer to those living in distant locations, sharing information, voicing options, and updating each other on happenings in their lives.

BACKGROUND OF THE STUDY:

Avula Sahith et al (2019) Over the past 10 years, the rapid emergence of social networking sites like Facebook Twitter, Instagram and others lead to some significant changes in how people connect and communicate. Over a one billion people are currently active users of Facebook. Over usage of social media, has lead to dependency. Dependency of youth on social media will lead to addiction. Overuse of social media has been linked to various problem like decrease in sleep hours, lack of appetite for a long time and limited

physical activity leading to obesity. It can also interfere with other aspects of daily life of an individual. The researcher felt that there are various reasons that affect the wellbeing of adolescents and some of them being, the objectives and the goals of the adolescent being smashed, loss of parental relationship disrupted interpersonal relationship, fading social and cultural values, subjection to unhealthy environment and soon. It said that Internet and social media addiction has become a common disorder in today's society.

NEED OF THE STUDY

Medically Reviewed by, Kent S. Hoffman,(2023)Social media addiction affects over

1.5 billion people worldwide, increasing depression by 63%, according to studies. Up to 70% of adolescents are addicted to social media platforms like Instagram, Snapchat. Excessive social media use is linked to a 47% rise in anxiety and loneliness and a 22% drop in happiness. The average social media addict spends over four hours a day on social media totaling 7.59 billion hours globally. Facebook, Instagram and are the two most addictive social media platforms. This highlights the vulnerability of adolescents to excessive social media use. The study also found that adolescents who spent more time on non-screen activities such as sports and face to face interaction reported higher psychological wellbeing than those who spent less time. Social media use has various effects on mental health and wellbeing, both positive and negative.

The study by Allcott et al also found that social media use reduces happiness and increases anxiety and loneliness. The average social media user spends 2 hours and 25 minutes daily on platforms like Facebook, Instagram, Snapchat. That's over a third of waking hours. For heavy users, it is much higher. The top 10% spend over 4 hours a day on social media. Teens average even more at 3+ hours. All this screen time carries risks like depression, anxiety, sleep deprivation, and lack of exercise. Moderation is key. Thus, the estimated average daily time spent by a social media addict on social media in 2023 is 4 hours' and 56 minutes. In half of this time daily, these people could learn and master a new language in a year and in the other half, they could exercise and maintain their bodies its features, such as likes, comments, and shares, can activate the brain's reward system and increase dopamine levels.

AIM OF THE STUDY:

To assess social media addiction on academic performance among adolescents in selected secondary school of city.

OBJECTIVES OF THE STUDY:

1. To assess the social media addiction among adolescents in selected secondary school of city.
2. To assess social media addiction on academic performance among adolescents in selected secondary school of city.

RESEARCH APPROACH:

Research approach indicates the procedure for conducting the study in order to accomplish the objectives of the study. The research approach helps the researcher to determine what data has to be collected and how to

analyze it. It also suggests possible conclusions drawn from the data. Quantitative refers to measurement and analysis of causal relationship between variables at a particular point of time.

Quantitative research directed at the discovery of relationship as well as cause and effect. In this study Quantitative research approach was used.

RESEARCH DESIGN:

Research design is defined as, "An investigator's overall plan for obtaining answers to the research question or for testing hypothesis."

In this study, **non-experimental descriptive design** used to observe the "social media addiction on academic performance among adolescents of secondary school of city."

SAMPLING TECHNIQUE:

The sampling technique used for the study was type of non-probability convenient sample technique. Non-probability convenient sampling method used in which samples selected from the population only because they are conveniently available to the researcher.

In present study, **non-probability convenient sampling method** used.

DESCRIPTION OF TOOL:

The tool used in research study for data collection were:

Section I: Demographic profile of adolescents of secondary school.

Section II: Questionnaire on Social media addiction among adolescents in secondary school of city. (SMAS)

RELIABILITY OF THE TOOL:

Reliability of the tool is a major criterion for assessing the quality and accuracy. It is a degree of consistency with which it measures the attribute it is supposed to be measuring, after establishing the validity of the tool to use for the study, the final tool made and then the reliability of the tool done. Reliability has to do with the quality of measurement. In its everyday sense, reliability is the "consistency" or "repeatability" of measures. Reliability is a consistency of a set of measurements or measuring instrument. Reliability does not imply validity. Reliability is the extent to which the measurements of a test remain consistent over repeated tests of the same subject under identical conditions. The tool tested for reliability on 13 adolescents of selected schools of city. Reliability analysis was done by using Cronbach's alpha selected Internal consistency was measured by using Cronbach's alpha method in SPSS software by using parallel form method. The reliability score for SMAS was 0.90, which shows that the tool is reliable.

DATA COLLECTION PROCESS:

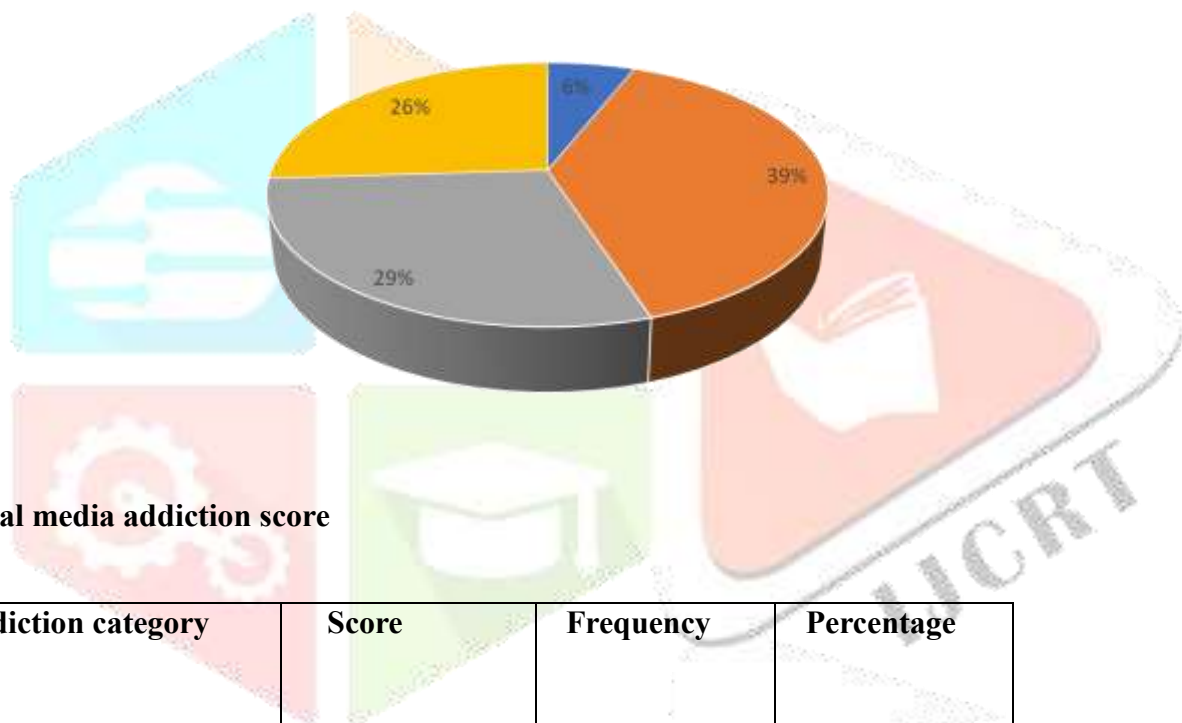
A formal permission obtained from the concerned authorities. Adolescents of secondary school students of city who fit in the criteria selected. The investigators introduced self and informed the samples about the nature of the study to ensure better co-operation during the data collection. Objectives of the study discussed,

and written consent of parents obtained for participating in study. Subjects assured about the confidentiality of the data. The duration of data collection from each sample was approximately 60 minutes. A self-structured questionnaire used to obtain demographic data & standardised social media addiction scale questionnaire used to assess effect of social media addiction on academic performance among Adolescents in selected secondary school of city. The duration of data collection from each sample was approximately 60 minutes.

RESULT:

ASSESSMENT OF SOCIAL MEDIA ADDICTION AMONG ADOLESCENTS IN SELECTED SECONDARY SCHOOL OF CITY.

This section deals with the analysis of the data related to social media addiction among adolescents in selected secondary school of city. The statistical values of means, mean score percentages and standard deviations are used to describe the scores.



Social media addiction score

Addiction category	Score	Frequency	Percentage
No addiction	41-73	08	6 %
Less addiction	74-106	52	39 %
Moderate addiction	107-139	39	29 %
High addiction	140-172	35	26 %
Very high addiction	173-205	0	0

Social media addiction score

Table 4.10: Assessment of social media addiction among adolescents in selected secondary school of city.

n=134

Category	Maximum score	Mean	Standard deviation	Mean percentage
Social media addiction Score	167	114.85	27.15	56.02

The above table 9 depicts that the mean social media addiction score of adolescents in selected secondary school of city was 114.85. It indicates that adolescents in selected secondary school of city were moderately addicted to social media.

ASSESSMENT OF ACADEMIC PERFORMANCE OF ADOLESCENTS IN SELECTED SECONDARY SCHOOL OF CITY.

This section deals with the analysis of the data related to academic performance of Adolescents in selected secondary school of city. The statistical values of means, mean score percentages and standard deviations are used to describe the scores.

Academic performance evaluation of adolescents in selected secondary school of city.

n=134

Academic Performance Evaluation	Frequency	Percentages
Increased Performance	39	29.10 %
Decreased Performance	75	55.97 %
Same as before	20	14.93 %

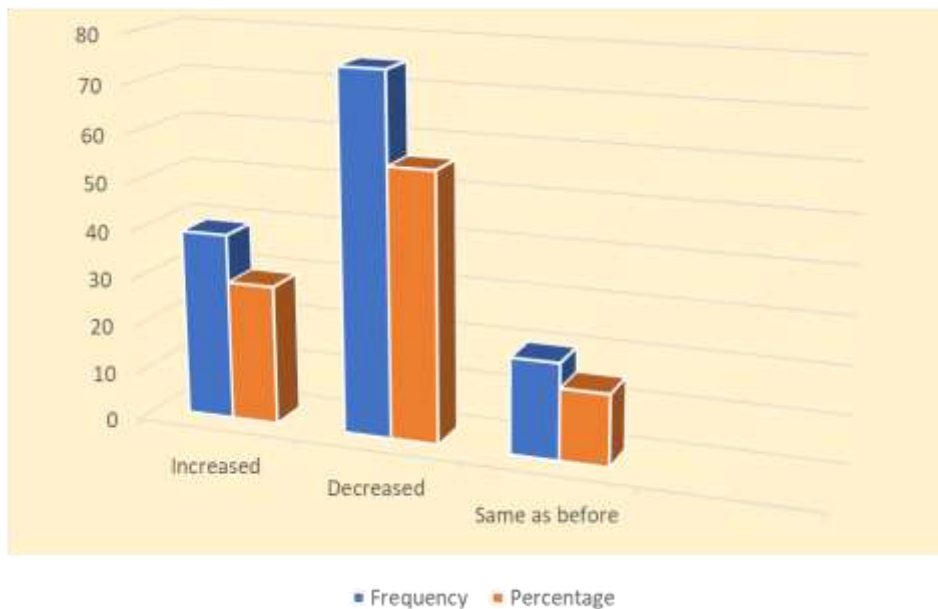
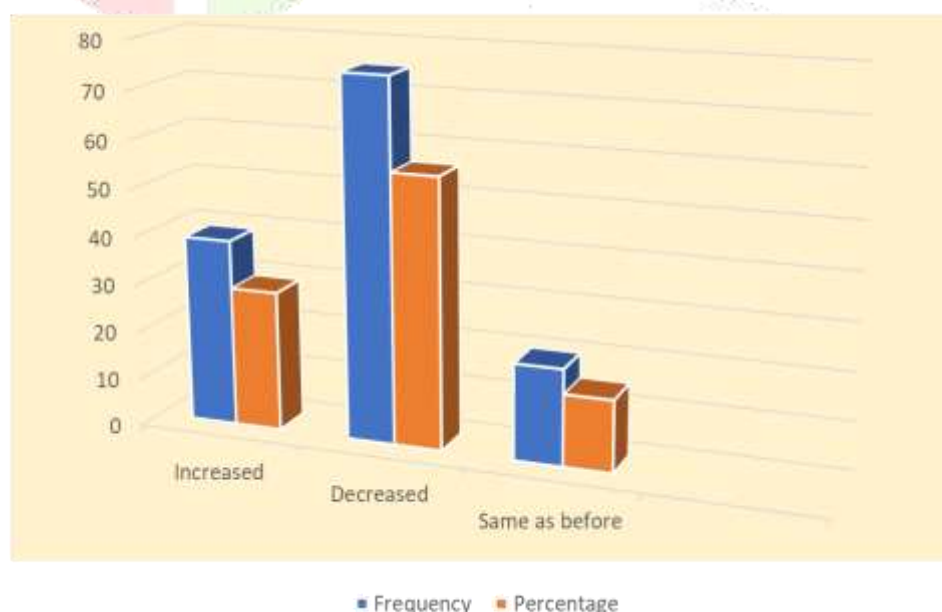


Figure : Academic performance evaluation of adolescents in selected secondary school of city.

Table: Assessment of academic performance of adolescents in selected secondary school of city.

Category	Maximum score	Mean	Standard deviation	Mean percentage
Academic performance score	11	5.41	1.92	54.10

The above table 10 depicts that the mean academic performance score of adolescents in selected secondary school of city was 5.41. It indicates that adolescent's academic performance was decreased.



Assessment of social media addiction on academic performance n=134

Academic performance	Frequency	Social media addiction score	t-value	p-value
Increased	39	104.43 ± 28.22	6.79	0.002 S, p<0.05
Decreased	75	122.14 ± 23.29		
Same as before	20	107.89 ± 31.15		

(S = Significant)

In the above table 20 shows the association of social media addiction score with academic performance of adolescents in selected secondary school of city. The tabulated 'F' values were 3.09 (df=2,131) which is lesser than the calculated 'f' i.e. 6.79 at 5% level of significance. Also, the calculated 'p'=0.002 which was lesser than the acceptable level of significance i.e. 'p'=0.05. Hence it is interpreted that academic performance of adolescents in selected secondary school of city is statistically associated with their social media addiction score.

DISCUSSION

The finding of the study discussed with reference to the objectives of the study and with the findings of the other studies in this section. The present study undertaken to assess the social media addiction on academic performance of the adolescent. The discussion is based on

Assessment of social media addiction of adolescents in selected secondary school of city.

In present study, the mean social media addiction score of adolescents in selected secondary school of city was 114.85. It indicates that adolescents in selected secondary school of city were moderately addicted to social media.

A similar study conducted by M Mithuna, Umadevi and et.al. to assess the effect of social media in adolescents on academic performance. The study revealed that, students spent more time in social media for academics their academic performance decreases.

Assessment of academic performance of adolescents in selected secondary school of city.

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A similar study conducted by Bhandarkar AM and et.al. to find a correlation between academic performance and social media use. The study revealed that, social media has a negative impact on the academic performance of 21st-century undergraduate medical students.

A similar study conducted by Victor Idiedo and et.al. Social media addiction and effect on academic performance among library and information science students. The study revealed that, the students are addicted to social media use. If this is not controlled will adversely affect their academic performance in school.

CONCLUSION

The study carried out to assess social media addiction on academic performance among adolescents. The mean social media addiction score of adolescents in selected secondary school of city was 114.85. It indicates that adolescents in selected secondary school of city were moderately addicted to social media. The mean academic performance score of adolescents in selected secondary school of city was 5.41. It indicates that adolescent's academic performance decreased.

Author conflict of interest: None

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