Original Article

Evaluation of social media addiction in young adults

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ABSTRACT:
Background: The use of social media applications has become an essential part of daily life. Healthy internet use helps individuals use multiple skills, such as reading, writing, selecting, and classifying, while collecting information. The present study was conducted to evaluate social media addiction in young adults. **Materials & Methods:** 280 subjects age ranged 18-25 years of both genders were subjected to a 20-item social media addiction questionnaire (SMAQ) to measure addiction-like behavior and the Pittsburgh Sleep Quality index (PSQI) was used to assess sleep quality. **Results:** Out of 245 subjects, males were 115 and females were 130. The mean SMAQ in age group 18-21 years had 56.6 and in age group 22-24 years had 65.8. The difference was significant (P< 0.05). The sleep quality good was seen in 150 and SMAQ value was 58.1 and 95 had poor and SMAQ value was 65.2. The difference was significant (P< 0.05). **Conclusion:** Authors found that age group 18-21 years exhibited low value of SMAQ and had poor sleep quality.
Key words: Addiction, Pittsburgh Sleep Quality index, Sleep

INTRODUCTION

The use of social media applications has become an essential part of daily life. Healthy internet use helps individuals use multiple skills, such as reading, writing, selecting, and classifying, while collecting information.[1] On the other hand, uncontrolled internet use may adversely affect the individual's physical, mental, social, and cognitive development. Behavioral addiction, which is defined as an inability to resist an impulse and an incentive to perform an action that harms the person or others, includes technological addiction types such as internet, smartphone, game, and social media addiction.[2]

There is growing recognition that excessive use of social media is a form of behavioral addiction associated with high levels of anxiety and depressive symptomatology.[3] Some researchers have even compared extreme cases of addiction to social media comparable to substance-related addictions involving tobacco smoking or alcohol.[3] The prevalence of social media addiction has been estimated to be particularly high among adolescents and young people in developed countries.[6] India, the country with the largest youth population globally, has become a world leader in the adoption of smartphones and mobile data in the past 5 years, which has materialized the growth and popularity of social media use.[4]

The terminology of addiction is generally used physiologically in the literature. According to DSM-IV, pathological use/abuse of any substance or stimulant is not defined as… addiction." Instead, the concept of internet addiction is described as the "problematic/pathological use of the internet".[5] While in the DSM-IV substance use disorder was broken into two separate diagnoses of substance abuse and substance dependence, in the new revision, DSM-5, they combined these two diagnoses into one, to create a single diagnostic category of substance use disorder.[6] The present study was conducted to evaluate social media addiction in young adults.

MATERIALS & METHODS

This study comprised of 245 subjects age ranged 18-24 years of both genders. They were part of the study after getting their written consent.

Data related to them such as name, age, gender etc was recorded. A social media addiction questionnaire (SMAQ) was used to measure addiction-like behavior

and factors recorded were presence of intense desire, impaired control, withdrawal, tolerance, decreased alternate pleasure and harmful use. The Pittsburgh Sleep Quality Index (PSQI) determined sleep quality.

The response to the each of the SMAQ items was self-rated by the students on a 6-point Likert scale. Results were assessed statistically using chi-square test with 0.05 p value considered significant.

RESULTS
Table I Distribution of subjects

| Total- 245		
Gender	Males	Females
Number	115	130

Table I shows that out of 245 subjects, males were 115 and females were 130.

Table II Social media addiction questionnaire

Age group (Years)	Mean	P value
18-21	56.6	0.05
22-24	65.8	

Table II, graph I shows that mean SMAQ in age group 18-21 years had 56.6 and in age group 22-24 years had 65.8. The difference was significant (P< 0.05).

Graph I Social media addiction questionnaire
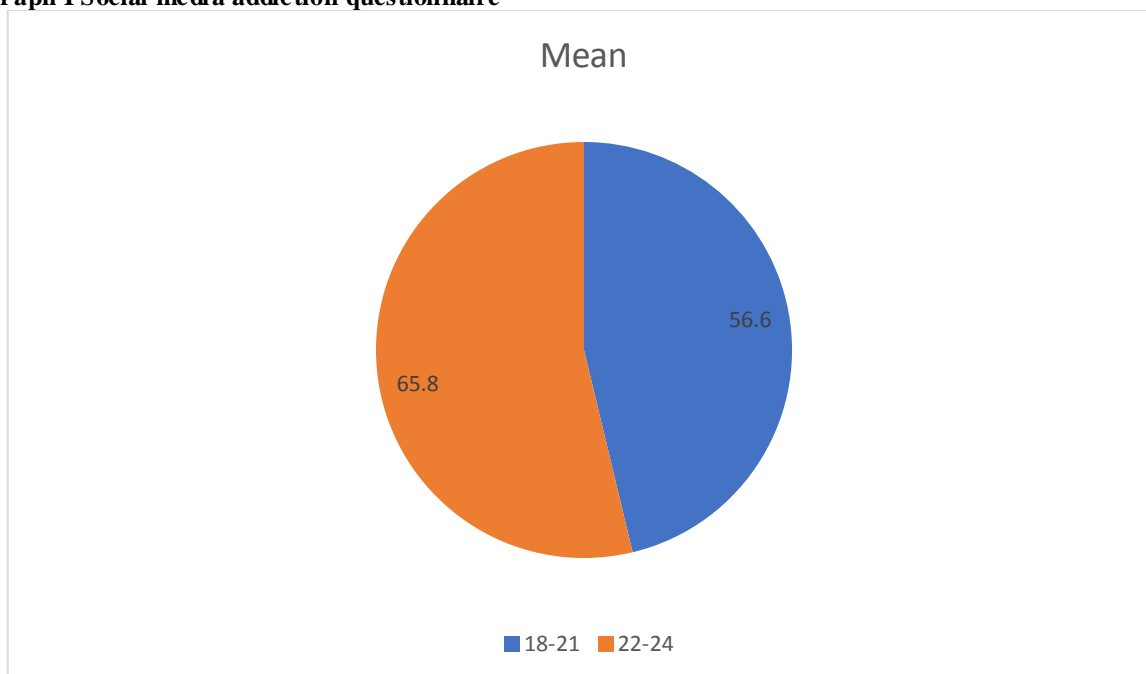
Table III Assessment of sleep quality in SMAQ

Sleep quality	Number	SMAQ value	95% CI	P value
Good	150	58.1	5.1	0.02
Poor	95	65.2		

Table III shows that sleep quality good was seen in 150 and SMAQ value was 58.1 and 95 had poor and SMAQ value was 65.2. The difference was significant (P< 0.05).

DISCUSSION
Social media addiction can be viewed as one form of Internet addiction, where individuals exhibit a compulsion to use social media to excess.[7] Individuals with social media addiction are often overly concerned about social media and are driven by an uncontrollable urge to log on to and use social media. Studies have shown that the symptoms of social media addiction can be manifested in mood, cognition, physical and emotional reactions, and interpersonal and psychological problems.[8] However, there are very few studies that have evaluated social media addiction in India, especially with locally validated questionnaires. A recent study estimated that 36.9% of students in Southern India had social media addiction by using a questionnaire adapted from Young's internet addiction test.[9] The present study was conducted to evaluate social media addiction in young adults.

In present study, out of 245 subjects, males were 115 and females were 130. Kirik et al[10] found that there was a significant relationship between the participants' age group and SMAS and its sub-scales ($p < 0.05$). It was found there was a significant difference between the participants' depression level and marital status. When looking at the sub-scales with SMAS, there was a significant difference between the marital status of the participants and the SMAS total score ($p < 0.05$) and the Busyness sub-scale. In this respect, it could be said that married individuals have less time to spend than single individuals in social media because of the increase in their family responsibilities.

We found that mean SMAQ in age group 18-21 years had 56.6 and in age group 22-24 years had 65.8. Many studies on social media usage and mental health have shown that the prolonged use of social media such as facebook is positively associated with mental health problems such as stress, anxiety, and depression and negatively associated with long-term well-being. Furthermore, certain categories of social media use have been shown to be associated with reduced academic performance.[11,12]

We found that sleep quality good was seen in 150 and SMAQ value was 58.1 and 95 had poor and SMAQ value was 65.2. Balci S et al[13] found that the factors affecting internet use of undergraduates are specified as a social escape, information acquisition, recreation, economic benefit, social interaction, and entertainment. Ak et al[14]. there is a significant relationship between the use of social media and online gaming and the level of internet addiction. Authors found a significant difference only in the course preparation dimension of the scale of the social media usage objectives and stated that, as the age decreases, the students used social media more for the preparation of lessons.

Demikri[15] describes depression as a condition with a deep, sometimes sad, and depressed mood. The depression symptoms are observed in individuals who spend a lot of time on social media and, in particular, in young people. The transition from adolescence to adulthood is a period in which the individual is in a state of confusion given the search for identity. In addition to these symptoms, depression is described as a mood in which the individual has feelings and thoughts such as worthlessness, weakness, reluctance, pessimism, or guilt.

It is possible to say that as the number of children increases, social media addiction decreases. Since this situation increases the responsibilities of the mother or father who cares for the child, there will be a direct decrease in the time allocated to social media and social media that is prevented from creating a negative impact on the individual's life.[16] There is a positive relationship between depression and social media addiction and the Business, Emotion, Repetition, and Conflict sub-scales. Accordingly, when social media addiction, Occupation, Emotion, Repetition, and Conflict sub-scales increase, the level of depression will increase in parallel. Studies in the literature indicate that as the level of internet usage and addiction increases, depression increases.[17]

CONCLUSION
Authors found that age group 18-21 years exhibited low value of SMAQ and had poor sleep quality.

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