

Social media addiction among urban and rural college students

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Abstract: *The present study aims to investigate the level of addiction to social media among college students coming from urban and rural background. For the study 100 students (50 Urban, 50 Rural) studying at various college at Shahada city of Nandurbar district in Maharashtra were selected using convenience sampling method. Bergen Social Media Addiction Scale (BSMAS) was used for data collection. Data was analyzed using descriptive statistic and student's t- test was used to test hypothesis. It was observed that there is a significant difference between urban and rural students for social media addiction. Student coming from urban background are more addicted to social media than rural students.*

Key Words: *Social Media, Social Media Addiction, Urban and Rural college students.*

1. INTRODUCTION:

Today social media platforms have become part and parcel of our daily life. Use of social media is like a two sided sword having both positive and negative effect on the life of its user. Now a days young students have become more and more addicted to social media platforms such as Facebook, Instagram, and WhatsApp etc. Social media addiction problem arises when the users cannot constrains the use of social media networks and spend more time online which in turn affects his mental health and behavior. Together with the very rapid digitalization, the use of social media is increasing in our country and in the world (Ersöz & Kahraman, 2020; Singh et al., 2020). According to the Digital 2021 Global Overview Report, the time spent on social media has increased 1.5 times in the last 5 years. The most widely used social networks are listed as: Facebook, YouTube, WhatsApp, FB Messenger, Instagram, WeChat, TikTok and QQ (Data Report al, 2021). Social media's significance in our lives has grown substantially, impacting our relationships, careers, and leisure activities. In India, social media has experienced rapid growth in recent years, with a growing number of users accessing these platforms to share their experiences and thoughts, establish personal brands, and discover content from others in their networks. Social media has facilitated global communication, providing access to individuals who were previously difficult, if not impossible, to reach. Through various interconnected channels and applications, we are able to engage in ongoing online communication and disseminate information across multiple platforms.

Social Media in India

The Indian population has enthusiastically adopted social media, taking to it like a duck to water. Indians, normally, spend about 2.36 hours on social media every day. According to survey conducted in India the number of social media users have been growing in 2023 at a steady rate of 467 million due to deep penetration of internet connectivity among people including the rural area. The number of Internet users in India has grown to a whopping 692 million, which is roughly 48.7% of the total population of India. Social media has become one of the most indispensable parts of daily internet usage in India. (India Social Media Statistics 2023 | Most Used Top Platforms – The Global Statistics). In a survey conducted by datareportal.com it was observed that the average daily time spent using the Internet is 6 hours 23 mins, of which 2 hours 50 mins of the daily time is expended on social media. (Digital 2023 Global Overview Report).

Social Media and Addiction

While individuals are rarely addicted to the Internet itself, activities carried out through the medium of the Internet can elicit addictive behaviors (e.g., gambling, gaming, and networking) in a small section of individuals (Griffiths, 2017; Griffiths & Szabo, 2013). Social media addiction is a psychological problem which is responsible for

various negative outcomes in daily life. Griffiths (2000) has argued that all addictions comprise six central components (i.e., salience, mood modification, tolerance, withdrawal, conflict, and relapse) and that individuals with Internet addiction experience uneasiness and cognitive distortions, diminishing of socialized behaviors, and unpleasant feelings or physical distress. Social media addiction appears to be a growing mental health problem according to recently reported evidence (e.g., Griffiths, Kuss, & Demetrovics, 2014; Pantic, 2014; Ryan et al., 2014) The latest version of the Diagnostic and Statistical Manual of Mental Disorders, DSM-5, has acknowledged the potential negative impact of addiction to Internet-related activities on the health of an individual by classifying Internet gaming disorder (IGD) as a tentative disorder (American Psychiatric Association, 2013). Nevertheless gaming is just one of many possibly addictive activities that can be engaged in online. In a study by Drahošová and Balco (2017), in which they investigated the advantages and disadvantages of social media use, 97.7% of participants stated that the advantages of using social media were communication and the exchange of information, while 72.2% stated that the biggest disadvantage was internet addiction.

2. OBJECTIVE OF STUDY

- To investigate social media addiction among urban college student.
- To investigate social media addiction among rural college student.
- To investigate relationship between social media addiction among rural and urban college students.

3. METHODOLOGY:

HYPOTHESIS

1. Urban college students are more addicted to social media than rural college students.
2. There is a significant relationship between social media addiction among urban and rural student.

SAMPLE

A total of 100 students studying in various colleges in Shahada taluka of Nandurbar district were selected using convenience sampling method. Out of which 50 students who reside in Shahada city were selected as urban college students and 50 students who came from surrounding villages were selected as rural college students.

TOOLS

1. **Personal Information Form** was used to collect data on demographic characteristics (age, gender, faculty), social media preferences (which social media applications they use and how often), social media habitual use (what time and for how long).
2. **Bergen Social Media Addiction Scale (BSMAS)** a self-report scale which is a brief and effective psychometric instrument for assessing at-risk social media addiction on the Internet. It is a 6 item scale designed to expose the difficulties an individual faces due to social media's excessive usage and assess the severity accordingly. The six items of BSMAS are measured against 5 standard responses of "very rarely," "rarely," "sometimes," "often," "very often." Scores of each item are added to get the overall score of the BSMAS. The total score of BSMAS ranges from 6-30.

4. RESULT AND DISCUSSION:

The collected data was analysed with descriptive statistics and results are noted in table no.1

Table No.1: Comparison between Urban and Rural College student for Social Media Addiction

Sr. No	Group	N	Mean	SD	t
1	Urban College Students	50	48.30	12.18	7.70**
2	Rural College Students	50	31.82	8.97	

**Significant at 0.01 level

From the analysis of the collected data it can be observed that, Urban College students have higher mean value of $M=48.30$ than the Rural College students $M=31.82$ with $SD=12.18$ and $SD=8.97$ respectively which indicates that urban college students are more addicted to social media than the rural college students.

The table further suggests that the calculated t value is 7.70 which is significant at 0.01 level which suggest a significant difference between social media addiction among urban and rural college students.

The obtained results can be due to the availability of internet services, good internet speed, and awareness of different social media platforms, social economic status and availability of spare time which is observed to be more with urban college student than rural college student.

5. CONCLUSION

1. Urban College students use more social media applications than Rural College students.
2. There is significant difference between social media addiction among urban and rural college students.
3. Availability of internet services, good internet speed, and awareness of different social media platforms, social economic status and availability of spare time are main reasons for the difference of social media addiction among urban and rural college student.

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Web Resource

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