A study to assess the level of social media addiction among UG students in engineering college at Puducherry.

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Abstract: Social media addiction is considered as a kind of internet addiction. According to statics, it has been determined that the first users of social media are young population. College students are the vulnerable groups for the use of technology and social network. It develops new connections easily and relieves societal pressure. A descriptive research design and total of 370 adolescents were selected by purposive sampling technique. The data was collected by using social media addiction scale. The study results revealed that the majority of the adolescents 286(77.3%) had significant social media addiction and 84(22.7%) were not addicted significantly to social media. The study concluded that majority of the adolescents had social media addiction. The nursing administrator can arrange and conduct in-service education Programmers regarding influence of social media and its impacts among the adolescents

Keywords: Social media addiction, adolescents, engineering, Puducherry.

1. INTRODUCTION:

Social networking sites are "web-based services that allow individuals to construct a public or semi -public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their of connection and those made by others within the system." Social media is defined as a digital world in which people are connected through internet and they are able to share their thoughts and ideas. Do business virtually and exchanges virtual services .Some of the most common type of material shared on social media are news ,articles , videos and images. **(1)**

Addiction is a long term disease where an individual has an overwhelming desire to find and use drugs, even though there are dangerous consequences. Addiction is a disease because it can result in long term changes in the brain structure, function, and behaviors caused by drug use. Addiction is long term disease where an individual has an overwhelming desire to find and use drug, even though are dangerous. **(2)**

Social media is a computer- based network that enables people to interact with friends and families through an internet connection. Social media sites are the most visited websites in comparison to any other websites. People chat and share pictures, videos, audios, views, opinions, activities, etc. Its becomes an addiction when people start to spend more and more times on social networking sites. Adults start showing low productivity at work. **(3)**

Social media addiction is a serious issue because it can lead to a number of negative consequences. It can affect an individual's mental and physical health, as well as their relationship and daily activities. For example, individual who are addicted to social media many neglect their responsibility and relationship in order to spend more time on their devices. Social media addiction, is psychological problems, has becomes important with various negative outcomes in daily life and relationship when the social media use gets out of control. The increasing use of the also affected our social life both positively and negatively, as it becomes part of our everyday life. **(4)**

Social media is a complex networks in which people design their own profile and becomes users. After that, enlist other users in the profile and then interact socially in a virtual world of social media and exchange information in a close networks. Advancement in the technology alters the learning techniques of teenagers. They reside in world of technology as a result, get technology capability prematurely. **(5)**

Social media usage is a "global consumer phenomenon" with an exponential rise within the past few years. The use of social media websites is among the common activity for today's students, the are sometimes overused / misused, which may lead to social media addiction. The mass appeal of social networks on the internet could potentially be a cause for concern, particularly when attending to the gradually increasing amounts of time people spend online. On the internet, people engage in a variety of activities some of which may be potentially to be addictive. [6]

The main argument about how life satisfaction leads to problematic internet or social media addiction use is that people to spend more time on the internet so as to avoid the feelings of dissatisfaction and to seek psychological satisfaction spending more time on the internet to keep away from life dissatisfaction internet use.[7]

Social media addiction causes virtual tolerance, virtual communication and virtual problems. In the present scenario, the social media has surpassed impact on human interactions and grabbed precious time, energy and material. Therefore the investigators felt the need to conduct the study to assess the level of social media addiction among UG students in engineering college at Puducherry.

2. MATERIALS & METHODS:
Design: Descriptive research design was adapted for the present study.
Sample Size: 370 Engineering students were selected for the study.
Sampling Technique: Purposive sampling technique was used to select the samples.
**Data collection Procedure:** Formal written permission has been obtained from the institutional ethical committee and also setting permission from the selected engineering college at Puducherry. A Purposive sampling technique was used to select the participants. The informed consent will be obtained from the study participants and the level of social media will be assessed by using social media addiction scale. The collected data were computerized and analyzed using SPSS version 25. The data was analyzed using descriptive statistics (distribution, mean, standard deviation) and inferential statistics (chi-square value test).

3. RESULTS:
Percentage distribution of demographic variables among the Engineering students. Most of the adolescents, 220(59.5%) were aged between 18 – 20 years, 190(51.4%) were female, 253(68.4%) were Hindus, 130(35.1%) of parents had primary education, 197(53.2%) had one sibling, 171(46.2%) of parents were daily wages / coolie, 229(61.9%) belonged to nuclear family, 199(53.8%) were residing in rural area, 184(49.7%) had secured first class in last exam, 183(49.5%) had one social media account, 246(66.5%) had mobile recharge as mode of internet access, 259(70%) had spent 6 hours daily in social media, 133(35.9%) had instagram as social media..

Percentage distribution of level of social media addiction among the adolescents, majority (77.3%) had significant social media addiction and (22.7%) were not addicted significantly to social media. **(Figure 1)**

Figure 1: Percentage distribution of level of social media addiction among the adolescents.
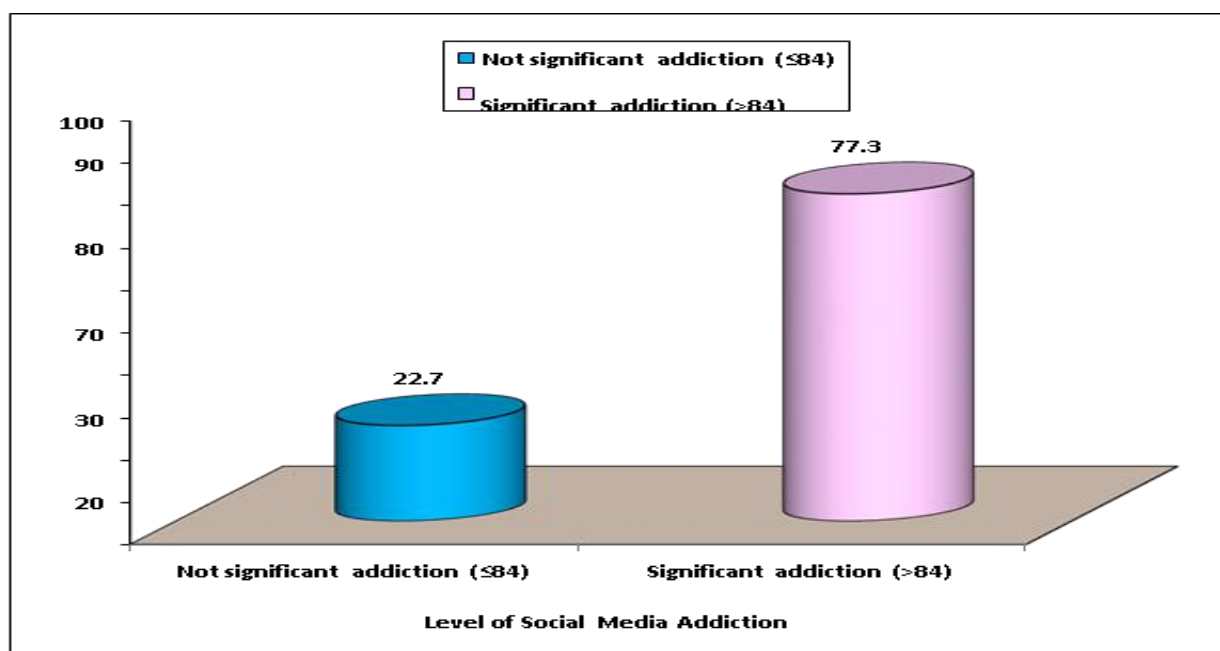
The mean score of social media addiction was 91.14±9.19. The median was 91.0 with minimum score of 64.0 and maximum score of 115.0 **(Table 1)**

Table 1: Assessment of mean and standard deviation of social media addiction scores among the adolescents.
N = 370

SOCIAL MEDIA ADDICATION	SCORE
Minimum	64.0
Maximum	115.0
Median	91.0
Mean	91.14
S.D	9.19

The Demographic variables are age (χ^2=9.857, p = 0.007) had statistically significant association with level of social media addiction scores among the adolescents at p<0.01 level. The demographic variables education status of parents (χ^2=11.309, p = 0.046), employment status of parents (χ^2=17.238, p = 0.028) and type of family (χ^2=4.168, p = 0.041) had statistically significant association with level of social media addiction scores among the adolescents at p<0.05 level and the other demographic variables did not show statistically significant association with level of social media addiction scores among the adolescents.

4. DISCUSSION:

A descriptive research design was used to this study. Total of 370 adolescents were selected by purposive sampling technique. The first objective was to assess the level of social media addiction among UG students. The result exhibited that, Percentage distribution of level of social media addiction among UG students, majority 286(77.3%) had significant social media addiction and 84(22.7%) were not addicted significantly to social media. The present study was supported by the previous study of Rajeshwari et.al (2017) Conducted a study on internet addiction among the undergraduate students. Internet addiction scale were used, resulting shows that the 49%(98) of undergraduate students had mild addiction, 28.5%(57) were had moderate addicted, and 0.5%(1) was severely addicted. No addiction was identified in 22%(44) degree of internet addiction was significantly associated with gender, course of study, level of education, religion, educational status of parents, tidal number of significant in the family and internet use of significant other.[8]

The second objective is to find the association between the social media addiction with their selected demographic variables. The study findings revealed that the demographic variables age (x^2=9.857, p= 0.007) had shown statistically significant association with level of social media addiction scores among the adolescents at p<0.01 level.The demographic variables education status of parents (x^2=11.309, p= 0.046), employment status of parents (x^2=11.309, p = 0.046), employment status of parents(x^2=17.238, p=0.028) and type of family (x^2=4.168, p=0.041) had statistically significant association with the level of social media addiction scores among the adolescents at p<0.05 level. The present study was supported by the previous study of Ramyarathi devi et.al.(2019). Conducted a descriptive study on assessment of the level of internet addiction among nursing students at selected college in kancheepuram district. The result reveals that in demographic variables "gender" is significantly associated with level of internet addiction and number of hours spent on internet per day is highly significant with level of internet addiction and there is no significant of association between the order demographic variables.[9] The present study was supported by the previous study of Babita kayaastha, et.al (2018) conducted a descriptive study to assess the level of internet addiction among adolescents. A totally 250 sample were taken in high school of Mangalore. Some of their demographic variables like age, class and occupation of the father have significant association of internet addiction. [10]

5. CONCLUSION:

The study concluded the majority of them had social media addiction in the adolescent's age group. Guidance and counselling programme has to implement for students with social media addiction. Physiological and psychological changes should be assessed among adolescents with social media addiction.

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