PROJECT DISSERTATION

On

SOCIAL MEDIA ADDICTION AMONG YOUTH

Submitted By:

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DECLARATION

I **Ankit Gupta**, student of MBA 2015-17 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on **SOCIAL MEDIA ADDICTION AMONG YOUTH** submitted in partial fulfillment of Degree of Master of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Ankit Gupta

CERTIFICATE

This is to certify that the dissertation report done on **"SOCIAL MEDIA ADDICTION AMONG YOUTH"** Submitted to Delhi School of Management, DTU by **Ankit Gupta** in partial fulfilment of the requirement for the degree of Masters in Business Management, is to the best of my knowledge a bona fide work carried out by him under my supervision and guidance. This work has not been submitted anywhere else for any other degree/diploma.

Signature of Guide   Signature of Head, DSM

                                                      Dr. RAJAN YADAV

Place:
Date:

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EXECUTIVE SUMMARY

Internet and social media addiction are two new rising terms in the medical and psychological world, with very little knowledge and research available about them. This is because the Internet, and more specifically social media, have only been around for a very limited amount of time, yet the amount of time we use them today is insurmountable; it is immeasurable to live without them in both our business and personal lives. The people most affected and seemingly most drawn to using the Internet excessively and spending most of their time on social media sites—including Facebook, Twitter, Instagram, Whatsapp, Snapchat and Google+—are youths. Youth are defined as individuals between the ages of 18 and 35 years old. They are most familiar with the uses of these technologies as they have been raise during it on an almost daily basis.

The following study explores the influences of Internet use and the possible addictions among youth to social media using a convenient sample survey. The group sampled came from a mostly students and working professionals between age group of 18-35 years, with a relatively small female sample. The results were that females have more like seeking behavior as compared to males. Also females use social media more as compared against males to escape from the problems and negative and emotional feelings. And males are more persistence in using social media than females and had various failed attempts to reduce their use of social media.

Furthermore, the amount of time both males and females used the Internet on a daily basis was fairly high, and almost all participants were involved in some sort of social media, specifically Whatsapp. More research is necessary to determine if possessing various personality traits and possible social and mental disorders could affect one's vulnerability to becoming addicted to the social media.

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CHAPTER l

1. INTRODUCTION

1.1 Social Media

Social media is PC interceded advancements that support the formation and sharing of data, thoughts, career interests and diverse types of expression via virtual people groups, communities and social networks.

User-generated content, such as, user written content, posts or comments, images, photos or videos, and content created via every web based online communication, are web-based Social Medias' backbone.

Users sign up on these social media platforms and upload information to form their personal profiles for that platform or application that are kept up and stored through proper planning by the social media group. Social media promote the improvement of social networks by allowing the user to share his/her profile with other individuals or users or virtual groups sharing similar level of interest.

With the help of advanced technologies and ongoing innovations, social media can be accessed through desktop PCs, smartphones and tablet phones) which gives an interactive platforms through which individuals and groups can share and read content created by the user or already existing substance present on the web. Online social media changes the way people communicate with other individuals and groups.

Social media is a term that people generally use a lot these days, regularly to describe the content that user post on these platforms and applications like "Facebook, Twitter, Instagram, Snapchat and others."

In today's time, any website can be depicted as a social media site as this expression is used so enigmatically and is mysterious in nature. A few people have all the more a limited perspective of social media, and are indifferent in frequently comparing it to social networking (i.e. "Facebook", "Twitter", and so on.).

Instead of characterizing this expression by a cluster of boring jargons that would only make it difficult to understand. Separating these two broad terms can be an ideal approach to break through the understanding of it.

The "social" part: alludes to sharing and receiving information from other individuals by interacting with them.

The "media" part: alludes to a method of communication, similar to the internet (while TV, radio, and daily papers are cases of more conventional types of communication).

By joining these two separate terms, an essential definition can be put together: Social media are online specialized instruments that empower individuals to interface with each other by both sharing and consuming information.

Online web-based social media contrast from paper-based media (e.g., magazines and news papers) or customary electronic media, for instance, TV broadcasting from different points of view, including quality, reach, usability, frequency, permanence, and immediacy. The working of Social media can be depicted by a "dialogic transmission framework (many sources to numerous collectors)." It is in contrast to conventional framework which works under a "monologic transmission display (one source to numerous beneficiaries, for example, a daily paper which is conveyed to numerous subsribers or a radio station which communicates similar programs to a whole city)."

1.2 Basic Features of Social Media

The list of some basic features of a social media site is as follows:

User accounts:

Any site that enables guests to make their personal particular accounts in which they can sign in, then that is a honest sign there will be social engagement of people. Without a user account you can't generally share data or collaborate to others online

Profile pages:

As online social media is regarding correspondence, to represent a person, generally a profile page is required. It regularly incorporates data concerning the user, similar to a profile photograph, personal information, site, latest posts, comments, last action and that's only the tip of the iceberg.

News feeds:

When users interface with different people via web-based social media, they are fundamentally saying, "I need to get information from these individuals." That data is refreshed for them progressively by means of their news feed.

Personalization:

"Social media" platforms normally present users the adaptability to design settings of their accounts, customize profiles accordingly, put their friends and followers in different categories, sort their news feeds data and even give input to personalize their search.

Notifications:

One major part of social media is to provide push notifications to the users. Any site or application providing this can be called as social media. Users have the power to control these notifications according to their personal needs.

Information updating, saving or posting:

"If a website or an app empowers you to post almost anything, with or without an account, then it's social! It could be a basic content based message, a photograph, a YouTube video, a connection to an article or whatever else."

Like buttons and comment sections:

These are the mainly recognized behavior we connect via online networking media are by means of catches that symbolize a "like" and "comment sections where we can share our thoughts."

Review, rating or voting systems:

Besides likes and commenting, bunches of online networking destinations and applications depend on the aggregate exertion of the group to audit, rate and vote on data that they think about or have utilized. Think about your most loved shopping website or movie review destinations that utilize this online media highlight.

1.3 Issues with Social Media

Spam:

Social media makes it simple for spammers – both genuine individuals and bots – to besiege other individuals with content. In the event that you have a "Twitter account", you've likely encountered a couple spambot interactions.

Cyberbullying/Cyberstalking:

"Children and young people are particularly helpless to cyberbullying. What's more, as a whole we now connect via web-based networking media by means of our cell phones, most real stages make it conceivable to share our areas, opening up the entryways for cyberstalkers to target us."

Self-image manipulation:

To tell something about their life a user posts about themselves via web-based social media. "Followers" might observe somebody who is cheerful and celebrating the good life by means of their posts via web-based networking media such that makes them feel exhausting or deficient by comparison.

Information over-burden:

Generally people tend to have more than two hundred "Facebook friends" or take after more than 1,000 Twitter accounts. With such a variety of accounts to take after thus many individuals posting about their lives, it's practically difficult to catch up with that load of information.

Fake news:

"Fakes news sites elevate connections to their own particular absolutely false news stories via web-based social media with a specific end goal to direct people to them. Numerous users have no clue that they're fake in any case."

Privacy/Security:

Hacking on web-based social media platforms has become common now and again regardless of having great safety efforts set up. Keeping personal information as private is still not provided by some of the websites.

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1.4 Social Networking

Online social networking sites (SNSs) have increased expanding fame in the most recent century; people with similar interests are participating in SNSs to associate with other people. Social networking communication depends on a specific structure that enables individuals to both express their uniqueness and meet individuals with comparable interests.

'Social networking is the act of growing the quantity of one's business or potentially social contacts by making connections through people, regularly through online networking sites, for example, Facebook, Twitter, LinkedIn and Google+. "

In light of the six degrees of separation concept (the possibility that any two individuals on the planet could reach through a chain of no more than five intermediaries), social networking sets up interconnected online groups (here and there known as social graphs) that help individuals make contacts that would be beneficial for them to know, however that they would be probably not going to have met something else.

1.5 Common Components Found In Most Social Networking Websites

A Public Profile

This is your own little bit of digital real estate where you educate the world concerning yourself. Profiles contain fundamental data like a photograph, short bio, area, site, and some of the time questions that can portray your identity (e.g. your most loved on-screen actor or book).

Friends and Followers

Friends and Followers are the heart and soul of social networking - all things considered, that is exactly the "social" part. They are the individuals from the site that you trust to the point of giving them a chance to post comments on your profile, see what you've posted on the web, and send you messages.

It ought to be noticed that not every single social networks refer to them as friends or followers. For example LinkedIn says they're "connections."

Home Feed

Since the objective of social networking is to associate and connect with others, some sort of "home" or "main" page on practically every social networking site is implied particularly for a live feed of updates from friends. This gives users a continuous look at everything their friends are sharing.

Likes and Comments

Many SNSs have made it simple for users to "like" another user's post by tapping or clicking something like thumbs up or heart button. It's a simple and direct approach to put your own blessing on something that a friend presented however without having to comment on something particular.

A primary focus of groups is to make collaboration between users as comments or discussions, which is the reason most social networks support commenting on almost every kind of post.

Each comment inside the post can be alluded to as a thread. After some time, the main/home page of the social networking site can without much of a stretch assemble hundreds or thousands of strings.

Groups and Tags

Some social networks use groups to help you discover individuals with comparative interests or take part in discussion on specific themes. Social networking groups are both an approach to associate with similar individuals and an approach to distinguish your interests.

As an other option to groups, loads of SNS have swung to tagging that gives users a chance to classify their posts agreeing on their subject. Social networking websites will either consequently produce a tag when you write a pound sign (#) before a keyword (called a hashtag) or oblige you to enter a few catchphrase terms in a particular tag range.

1.6 Difference Between Social Media and Social Networking

Many individuals use the expressions social networking and social media almost interchangeably as though they mean to be exact. Despite the fact that the distinction is slight, they are somewhat different. Social media is really a parent category of social networking.

"The most effortless approach to comprehend the contrast between social networking and social media is by pondering the expressions media and networking independently. Media alludes to the data you're really sharing–whether it's a connection to an article, a video, an animated GIF, a PDF report, a simple status update or whatever else. Networking, then again, needs to do with who your audience is and the connections you have with them. Your network can incorporate individuals like companions, relatives, partners, anybody from your past, current customers and even entire outsiders."

Social networking is especially centered around connecting individuals, which does not have any significant bearing to some of the other online social media applications. Taking part in social networking contains a particular sort of social media use, consequently they are not synonymous.

1.7 "Social Networking Is a Way of Being"

In the present day and age, people lives have become relatively progressively meditated lives. These days, "social networking" does not really allude to what activities we are doing, but rather our identity and identify with respect to each other. Observational research is used here to show how Social networking can apparently be viewed as a method for being and relating. "A more youthful era of researchers has experienced childhood in a world that has been dependent on innovation as integral piece of their lives, making it difficult to imagine existence without being connected." This has been alluded to as a 'always on' way of life: "It's no longer about on or off truly. It's about living in this present reality where being networked to people and info wherever and at whatever point you require it is just assumed."

This may offer a clarification for the prominence of and generally high engagement with SNSs in today's general public. In any case, the drawback is that high engagement and being dependably "on" or connected with innovation has been viewed as risky and conceivably addictive before, yet in the event that being 'always on' can be viewed as status quo and most people are "on" more often than not, where does this leave problematic use or addiction? The following segment considers this issue.

1.8 Social Media Addiction

"Social networking addiction is an expression at times used to allude to somebody investing excessively time utilizing Facebook, Twitter and different types of social networking - to such an extent that it meddles with other parts of daily life." There's no official medicinal acknowledgment of long range social networking addiction as a sickness or disorder.

Addiction generally alludes to compulsive behavior that prompts negative impacts. In many addictions, "individuals feel constrained to do certain exercises so frequently that they turn into an unsafe habit, which then meddles with other imperative activities, for example, work or school. In that specific circumstance, a social media addict could be considered somebody with an impulse to utilize social networking to excess - continually checking Facebook status or "stalking" individuals' profiles on Facebook, for instance, for quite a long time."

Be that as it may, it's difficult to tell when affection for an action turns into a reliance and goes too far into a harming habit or addiction. A lot of clinicians have watched side effects of anxiety, depression and some psychological disorders in individuals who invest too much energy on the web, yet minimal hard proof has been discovered demonstrating that social media or Internet utilization brought on the side effects. There's a comparable absence of information about social networking addiction.

A few people consider unreasonable utilization of social media basically the most recent type of "Internet Addiction Disorder," a phenomenon people initially started expounding when Internet utilization was beginning to spread.

Almost nearly after two decades, there is still no understanding that over the top utilization of the use of the Internet or social networking services is obsessive or ought to be viewed as a medical disorder.

1.9 Effect of Social Media Addiction

As of late social networking has turned into an important asset of student's life. Youngsters fulfill themselves by utilizing SNSs platforms like Facebook, Twitter, Myspace and some more. Their life now relies upon web-based social media to interface with each other. Along these lines, it turns into an essential requirement for them. A few people contend that progression of social networking undermines the life of youngsters since they are addicted towards web-based social networking.

In any case, others trust that it improves the extent of adolescents towards training and culture. The new era is the electronically dependent era. Because of this addiction teenagers confront many impacts in their lives.

Online networking organizing sites are not mere source of entertainment. Adolescents must utilize it as a wellspring of data to quicken their insight. Teenager's hoist their identities utilizing social networking media. Notwithstanding, teenager's must take online networking as an open test in which they can duplicate their social aptitudes. It goes about as a medium for correspondence between associates, relatives. Client's pick up understanding. Also adolescent can accomplish innovation perfection in their initial while working these media. Therefore, they will shape themselves as indicated by the adjustment in the innovation. Besides, they will get learning of the data and innovation. Colleges, schools and even some open association utilize social destinations to communicate with the general population.

User's attempt to convey what needs be really once in a while on person to person communication locales. Therefore, they figure out how to take activities so as to make companions. Figure out how to think about various social orders and culture. Adolescent's must receive the positive part of online networking. So they can have an individual favorable position in the adjacent future.

1.10 OBJECTIVES OF THE STUDY

- To study Social Media Addiction among Youth.
- To study the effect of factors enabling social media addiction that are loneliness, preoccupation, tolerance, withdrawal, deception, conflict and like seeking behavior.
- To study the effect of demographics of respondents on social media addiction.
- To analyze gender difference with respect to level of social media addiction.
- To analyze difference between students and working professionals with respect to adoption of social media.

CHAPTER II

2. LITERATURE REVIEW

There is developing confirmation that "social media addiction" is an evolving issue, especially among young people. In any case, the absence of an instrument measuring social media addiction impedes further improvement of the research field. "This review, along these lines, expected to test the reliability and validity of a short and simple to control Social Media Disorder (SMD) Scale that contains a reasonable diagnostic cutoff point to distinguish between disordered (i.e. addicted) and high-captivating non-disordered web-based social media users" (Eijnden et al. 2016).

Loneliness

Ever since the rise of Social Networking (SNSs), it has remained a doubt without a decisive answer whether SNSs make individuals more or less lonely. To accomplish a superior understanding, analysts need to move past studying overall SNS use. Moreover, it is important to take care of personal attributes as possible moderators. Given that SNSs give rich chances to social comparison, one exceptionally applicable personality trait would be "social comparison orientation" (SCO), but then this personal characteristic has been understudied in online social media research. Drawing on literature of psychosocial implications of web-based social networking use and SCO, this review investigated relationship amongst loneliness and various Instagram exercises and the part of SCO in this specific situation. 208 college undergraduate going to a U.S. mid-southern university finished a self-report questionnaire (Mage = 19.43, SD = 1.35; 78 percent female). Discoveries demonstrated that "Instagram" interaction and Instagram browsing were both identified with lower loneliness, though Instagram broadcasting was related with higher loneliness. SCO directed the connection between "Instagram" use and loneliness with the end goal that Instagram interaction was identified with lower loneliness just for low SCO users. The outcomes uncovered implications for solid SNS utilization and the significance of including personality characteristics and particular SNS use patterns to unravel the part of SNS use in psychological well-being (Yang CC, 2011).

Social media networking use keeps on growing and is particularly common among youth and grown-ups. "It is shocking then that, regardless of this enhanced interconnectivity, young grown-ups might be lonelier than other age groups, and that the present era might be the loneliest ever." We suggest that image-based platforms (e.g., "Instagram", "Snapchat") can possibly improve loneliness because of the upgraded closeness they offer. Conversely, text-based platforms (e.g., "Twitter") "offer little closeness and ought to have no impact on loneliness. This paper (N = 253) utilizes a mixed-design survey to examine this probability." Quantitative outcomes recommend that loneliness may diminish, while "happiness and satisfaction"

with life may increment, as a component of picture based online networking use. Interestingly, text-based media use seems incapable. Qualitative outcomes recommend that impact might be because of the improved closeness delivered by picture based online social networking use (Pittman and Reich et al. 2016).

$H_0 1$: There is no significant relationship between loneliness and social media addiction.

$H_A 1$: There is significant relationship between loneliness and social media addiction.

Preoccupation, Tolerance and Withdrawal

Online role playing computer games give chances to connect socially and can upgrade self esteem. For a few players, nonetheless, overuse encourages dependency prompting to negative psychosocial and health outcomes. Per the American Psychiatric Association, criteria for conclusion of Internet gaming disorder (IGD) take after an addiction model, and incorporate characteristics, for example, tolerance, preoccupation, and withdrawal. In spite of the fact that it is helpful, this approach does not have an emphasis on hidden inspirations that may mostly disclose vulnerability to IGD. This review investigated connections among IGD side effects and two potential risk elements: social fear and player-avatar distinguishing proof. Participants (N = 394; half female) were selected from game-related internet forums and surveyed online. We tried a model in which a positive connection between social fear and IGD indications was partly intervened by stronger avatar identification. Social fear, avatar identification, and IGD side effects were firmly positively related,

and the paper discovered modest support for intervention as proposed. Accordingly, paper proposes that "key requirements for social connection and approval are powerful helpers to play, especially for socially phobic players uncomfortable with face-to-face and personal contact." Vicarious associations through "a gaming avatar may satisfy these necessities, strengthening more "self-identification with the avatar", which thus can offer players a more grounded and more positive feeling of self. Such impacts may work synergistically to inspire expanding intensity of and preoccupation with gameplay, adding to IGD." These outcomes bolster the utilization of player-avatar recognizable proof in evaluating risk for IGD, creating treatment options, and achieving a superior comprehension of how socialization and personality can be impacted by virtual connections and achievements (Sioni et al. 2017)

$H_0 2$: There is no significant relationship between preoccupation and social media addiction.

$H_A 2$: There is significant relationship between preoccupation and social media addiction.

$H_0 3$: There is no significant relationship between tolerance and social media addiction.

$H_A 3$: There is significant relationship between tolerance and social media addiction.

$H_0 4$: There is no significant relationship between withdrawal and social media addiction.

$H_A 4$: There is significant relationship between withdrawal and social media addiction.

Persistence

Technostress and data over-burden are important difficulties of the information age. A disturbing number of individuals show dangerously concentrated media utilization, while Internet and cell phone addictions are a far reaching phenomenon. In the meantime, new media overexposure among youngsters is understudied, considerably more so when SNSs are concerned. This paper investigates how feelings of overexposure and stress identify with the self-expressive requirements of young

people. "This paper introduces and talks about the aftereffects of a large-scale survey conducted during an exhibition on media over-burden in Switzerland." The paper recommends that social partitions exist in young people's capacity to adapt to a particular affordance of SNSs, to be specific their consistent status updates and capability of exposure. Moreover, it reflects upon the connection between identity performance and stress (Lutz et al. 2014).

In the undeniably user connected Web, "users' personality characteristics might be crucial variables driving them to take part in this participatory media. The paper recommends components, for example, extraversion, emotional stability and openness to experience are identified with employments of social applications on the web. Taking a national sample of US grown-ups, this paper examined the connection between these three dimensions of the Big-Five model and online social media use (defined as use of SNSs and instant messages)." Results uncovered that while extraversion and openness to experience were decidedly related with online networking use, emotional stability was a negative indicator, controlling for socio-demographics and life fulfillment. While extraverted men and women were both liable to be more successive users of social networking platforms, just the men with greater degrees of emotional instability were more frequent users. The connection amongst extraversion and social media use was especially important among the youthful grown-up cohort. On the other hand, being interested in new experiences comes out as a critical identity indicator. (Correa et al., 2009).

Research on social media regularly concentrates on its advantages; while the dark side of SNSs is considerably less evaluated. Focus group of young "Facebook" users (44) revealed stories encompassing people's negative psychological and social encounters attached to the "social networking platforms" and its affordances (e.g., "connectivity", "visibility", "accessibility", "persistence", and "social feedback"). Eamination rendered five subjects in regards to "Facebook" stressors: "managing inappropriate or annoying content", "absence of privacy and control", being tethered, relationship conflict and tension, and social comparison and jealousy. Results show that in spite of the fact that "Facebook" users regularly encounter negative feelings, they feel compelled to access the site as often as possible because of the fear of missing out and to stay aware of relationship demands. A few members revealed protection infringement because of 'Facebook's visibility, availability, and persistence". "These

components also afforded constant social comparison with other network individuals, which activated envy, anxiety, and other negative feelings." Relational turbulence happened because of people in general nature of conflict on Facebook. Many members' reactions uncovered many disagreements: at first they guaranteed Facebook was inconsequential, yet later recounted significant stressful or hurtful occasions related with Facebook (Fox and Moreland, 2014).

H_05: There is no significant relationship between persistence and social media addiction.

H_A5: There is significant relationship between persistence and social media addiction.

Escape

There is moderately little research considering inspirations of passive "Facebook" utilization. In any case, research with respect to motivation of general "Facebook" use shows that individuals utilize "Facebook" to escape and that escapism may persuade "passive Facebook use". Research likewise proposes that utilizing "Facebook" to escape is related with Facebook obsession Utilizing a trial vignette outline, the present research explored whether "passive Facebook utilization" is propelled by "escapism" and whether this escape inspiration is related with "passive Facebook addition". An within-participant experimental research design consisting of vignettes was utilized to investigate the impact of positively and, in addition, "socialness on passive Facebook use'. "Addiction on passive Facebook" use and perceived impact of "passive Facebook" use on state of mind were likewise evaluated. Members (n = 69) reacted to 16 vignettes portraying day by day life activities, and in addition reaction to a question about "passive Facebook" use on mind-set and finishing the "Bergen Facebook Addiction Scale". Results proposed that people did not utilize "Facebook" to get away. 'There was no relationship between escapism in passive Facebook use and addiction. Social touch positively affected passive Facebook use, and members showcased passive Facebook use to have no impact on mood. Findings recommend that passive Facebook utilize is a less powerful technique for escape than general Facebook use', and decreasing people's probability of encountering Facebook addiction indications (Young et al. 2017).

$H_0$6: There is no significant relationship between escape and social media addiction.

H_A6: There is significant relationship between escape and social media addiction.

Problems, Deception and Displacement

In spite of social media use being a standout amongst the majority of well known activities amongst youths, dominance predictions among young sample of social networking (problematic) use are inadequate in the research field. This paper studied a sample consisting of nationally representative Hungarian involving 5,961 youths as a component of the "European School Survey Project on Alcohol and Other Drugs (ESPAD)." Utilizing the "Bergen Social Media Addiction Scale (BSMAS)" and in light of profile examination, young people belonged to the at-risk group were found to be 4.5%, and they revealed low self-esteem, abnormal state of depression symptoms, and excessive web-based social media usage. It is inferred that young people at-danger of dangerous social media use ought to be focused by school-based prevention and intervention programs.(Banyai et al, 2017)

$H_0$7: There is no significant relationship between problems and social media addiction.

H_A7: There is significant relationship between problems and social media addiction.

$H_0$8: There is no significant relationship between deception and social media addiction.

H_A8: There is significant relationship between deception and social media addiction.

$H_0$9: There is no significant relationship between displacement and social media addiction.

H_A9: There is significant relationship between displacement and social media addiction.

Conflict

 "Social Networking Sites (SNSs) are virtual groups where users can make individual open profiles, connect with friends, and meet other individuals in view of shared interests. They are viewed as a 'global consumer phenomenon' with an exponential ascent in utilization inside the most recent couple of years." This paper is expected to give experimental and conceptual insight into the rising phenomenon of addiction on SNSs by: "(1) outlining SNS usage designs, (2) examining inspirations for SNS utilization, (3) examining personalities of SNS people, (4) analyzing negative outcomes of SNS use, (5) exploring possible SNS addiction." The findings show that SNSs are dominatingly utilized for social purposes, generally identified with maintenance of established offline networks. Negative corresponds of SNS utilization incorporate the diminishing, all things considered, real life social community participation and academic accomplishment, and also relationship issues, each of which might be characteristic of possible addiction (Kuss and Griffiths, 2011).

$H_0 10$: There is no significant relationship between conflict and social media addiction.

$H_A 10$: There is significant relationship between conflict and social media addiction.

Like Seeking Behavior

This review analyzed the degree to which rising grown-ups take part in various practices on "Instagram", a prevalent SNS site, to gain attention and validation from others via "likes." The review likewise inspected singular contrasts in the recurrence of like-chasing behavior and thought processes in Instagram use as mediators of these connections. Participants (N = 198 and 265 (replication study)) were enlisted through an online group sourcing portal to finish a survey. Results showed that, as anticipated, participants occupied with a combination of various like-seeking practices. Further, a two component solution evolved, with like-seeking behavior isolated by whether they were normative (i.e., common or accepted, e.g., using filters or hashtags) or deceptive(e.g., purchasing likes or changing one's appearance in photographs using programming). Deceptive type of like-seeking behavior was inspired by stronger narcissism and a weaker feeling of social belonging, though normative form of like-seeking behavior was anticipated by stronger narcissism and a stronger feeling of peer

belonging. Further, steady with hypothesis, significant go betweens of the connection amongst narcissism and deceptive like-seeking included thought processes to utilize "Instagram" to expand popularity and showcase creativity. Results help to distinguish youngsters who are more vulnerable to participating in deceptive, potentially harmful actions to pick up attention and validation on Instagram (Dumas et al. 2017).

$H_0$11: There is no significant relationship between like seeking behavior and social media addiction.

H_A11: There is significant relationship between like seeking behavior and social media addiction.

Social networking sites (SNSs) have increased popularity in the last decade, with people taking part in SNSs to associate with other people who share comparable interests. The perceived want be online may bring about compulsive utilization of Social networking sites, which in outrageous cases may bring about side effects and results conventionally connected with substance-related addictions. With a specific end goal to show new bits of knowledge into online social networking and addiction, in this paper, 10 lessons learned concerning online social media platforms and addiction in light of the bits of knowledge gotten from recent empirical research will be exhibited. These are: "(i) social networking and social media use are not the same; (ii) social networking is eclectic; (iii) social networking is a way of being; (iv) people can wind up addicted on utilizing SNSs; (v) "Facebook" addiction is just a single case of SNS addiction; (vi) fear of missing out (FOMO) might be a piece of SNS addiction; (vii) cell phone addiction might be a piece of SNS addiction; (viii) nomophobia might be a piece of SNS addiction; (ix) there are sociodemographic contrasts in SNS addiction; and (x) there are methodological issues with research to date."(Kuss and Griffiths, 2011).

$H_0$12: There is no distinction in Males' and Females' observation for 11 factors of social media addiction.

H_A12: There is noteworthy contrast in Males' and Females' observation for 11 factors of social media addiction.

$H_0 13$: There is no distinction in between students and working professionals with respect to 11 factors of social media addiction.

$H_A 13$: There is noteworthy contrast between students and working professionals with respect to 11 factors of social media addiction.

CHAPTER III

3. RESEARCH METHEDOLOGY

Research Methodology is the best approach to solve the issue methodically. It is an important component of the study. Methodology involves the research design, data collecting and sampling technique. Research design demonstrates the map of activities to be done in relation with proposed objective. Research design guides to keep track of all actions in order to meet the objectives.

The research design used in this report is descriptive when it comes to evaluating addiction of respondents towards social media. Descriptive research, otherwise called as statistical research, depicts data and characteristics attributes about the populace or phenomenon being exmined. Descriptive research answers the questions who, what, where, when and how. Research is a methical and objective investigation of a subject matter or a problem in order to find out appropriate information or principles. Research methodology is fundamentally the method of how to collect the data.

3.1 Research Design

Figure 3.1 conceptual model for the study.
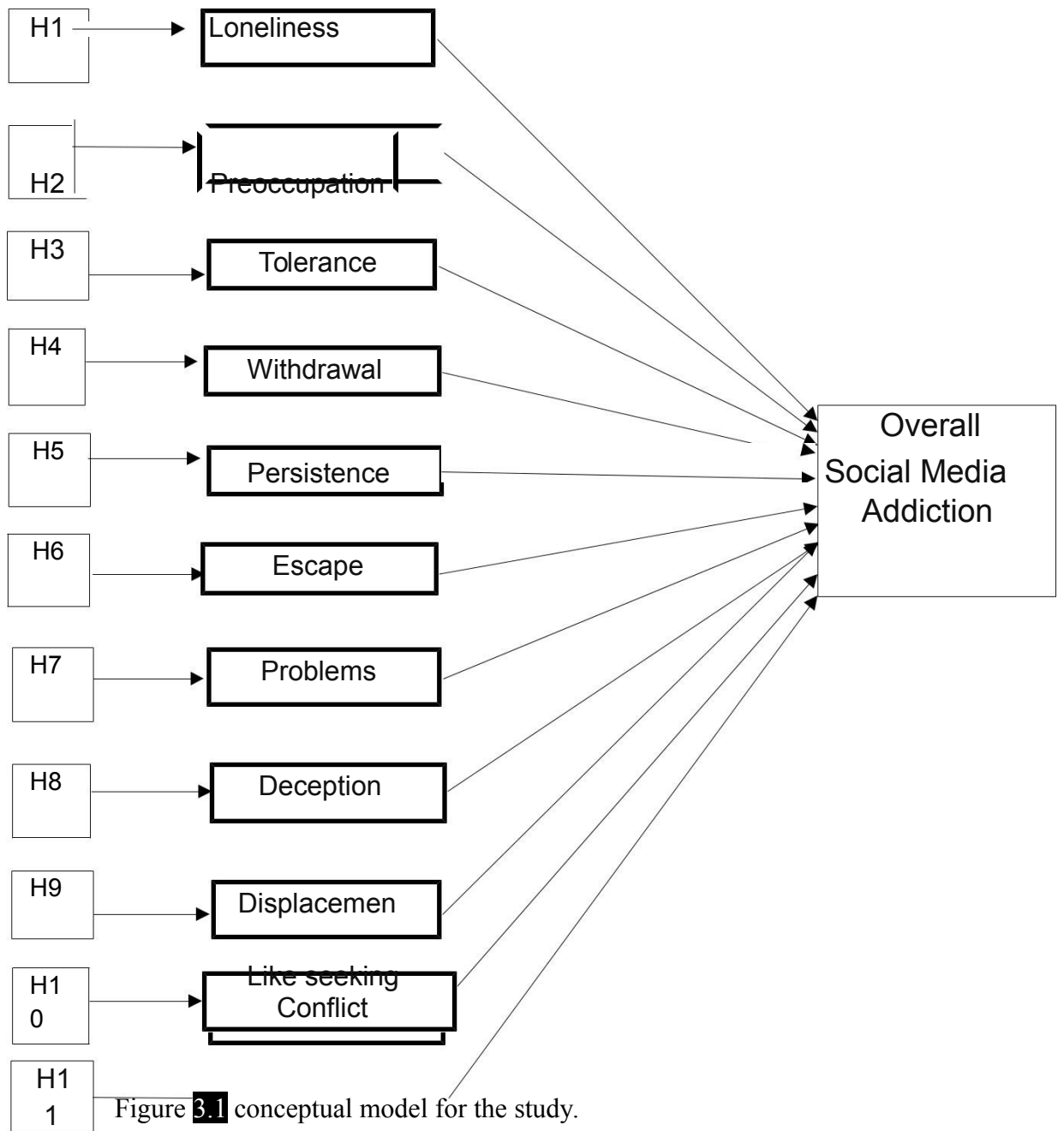
3.2 Sampling Unit and Sampling Method

The study focuses on youth under age below 35 years. The populace incorporates male and female students, working professionals and self employed youths.

Sampling method used for the purpose of this study is "Non-probability sampling' method (Convenience sampling technique).

In this method, a specimen is acquired by choosing required populace components from the given populace.

3.3 Data Collection

The data is collected utilizing a short and structured questionnaire. The questionnaire is designed to capture the basic demographic profile (gender, age and occupation), time spent on social media on daily basis, parameters regarding social media addiction and the most preferred social media platform.

The requisite data been gathered through two important sources

1. Primary Data

2. Secondary Data

Primary Data

"The primary data are those, which are collected afresh and for the first time, and thus happen to be original in character."

There are several methods of collecting primary data, particularly in surveys and descriptive researches. Those are:

(i) Observation method

(ii) Interview method

(iii) Through Questionnaires

"The primary data collected in this survey is through questionnaires."

Secondary Data

"The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process."

"Usually secondary data available in various publications of the central, state are local governments, technical and trade journals, reports and historical documents and other sources of published information."

Sample Size

160 filled questionnaires were received through different respondents. So finally the sample size considered for the study is 160.

Scale Used

The questions measuring respondent attitudes used Likert Scale (1-5), in questionnaire statements were given to respondents to measure their attitude towards use of social media

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

3.4 Method of Data Analysis

For this research data analysis software such as advanced Excel and the SPSS has been used to examine the data. Data has been collected, segregated and then consolidated with Microsoft Excel. The proposed statistical analysis will include descriptive statistical analysis. Dependent and independent variables are analyzed using linear regression in SPSS. ANOVA and t-test is also performed using SPSS.

Coding: For questions including qualitative values the resections were arranged using numerical categories or values.

Transcribing: The information gathered from all 160 surveys was altered, codified and lastly shifted on MS Excel.

Data Analysis

After Data Reduction, the data was further analyzed to see the effect of different factors with one other as well as the correlation among these variables by using SPSS software. The factors as well as their correlation were calculated through the aid of the subsequent techniques.

T-test

In this dissertation the Independent Samples *t*-test have been used.

A t-test is an examination of two populaces' methods using factual assessment; a *t*-test by means of two specimens is ordinarily utilized with small sample sizes, testing the dissimilarity between the samples whilst the fluctuations of 2 ordinary appropriations are not well-known.

A *t*-test take gander next to the t-statistic, the t-dispersion and degrees of freedom to make a decision regarding the likelihood of gap among populaces; the test measurement in the test is called the t-statistic.

ANOVA

Analysis of variance is useful for testing at least three factors. There are two sorts of examination of variance: one-way (or unidirectional) and two-way. A restricted or

one-way ANOVA assesses the effect of a sole component on a sole reaction variable. It decides if every one of the samples are the same.

Two-way ANOVA enables an organization to look at specialist profitability in light of two autonomous factors. It is used to watch the cooperation between the two variables. It tests the impact of two variables in the meantime.

Experts utilize the analysis of the variance test to decide the outcome autonomous factors have on the needy variable in the midst of a regression study.

In this dissertation we have used the One-Way ANOVA.

Regression Analysis

Regression is a realistic measure used to determine the quality of the connection between one dependent variable and a progression of other evolving factors (called independent factors).

The fundamental types of regression are linear regression and multiple regression, despite the information that there are non-linear regression techniques present for more confounded analysis. Linear regression utilizes one independent variable to clarify or anticipate the result of the reliant variable or dependent variable, while multiple regression uses more than one independent variables to foresee the result.

Regression takes a gathering of arbitrary variables, that are able to anticipate dependent variable, and tries to locate a numerical connection between these independent and dependent variables. This relationship is commonly known as a straight line (linear regression).

In this dissertation Linear Regression Analysis has been used.

CHAPTER IV

4. ANALYSIS AND FINDINGS

4.1 Introduction

This chapter deals with the analysis of the data that has been obtained. This research has been done to analyze the factors enabling the social media addiction and effect of social media on day to day life. The addiction of social media is influenced by many factors such as "loneliness", "preoccupation", "withdrawal", "tolerance", "conflict", "displacement", "deception", "like seeking behavior" etc.

The data have been collected with the help of questionnaire. Data was obtained in two different segments. Findings also include effect of various demographics like gender, age and occupation on social media addiction. Total 160 responses have been considered for analysis.

Demographics of the Respondents

<u>**Gender**</u>

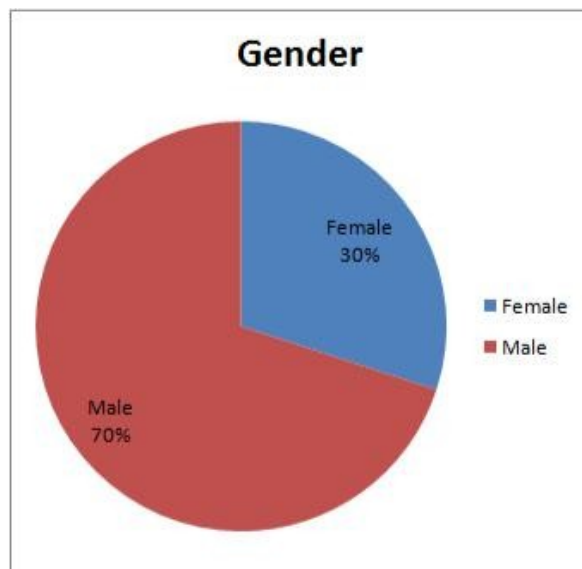| GENDER		
Type	**No. of Respondents**	**Percentage (%)**
Male	112	70
Female	48	30

Table 4.1 Distribution of gender

Fig 4.1 Pie chart showing distribution of gender

Inference:

Among the 160 respondents, 70% were found to be male and remaining 30% of the respondents were female. The count of male respondents is 112 while of female respondents is 48.

Age Group

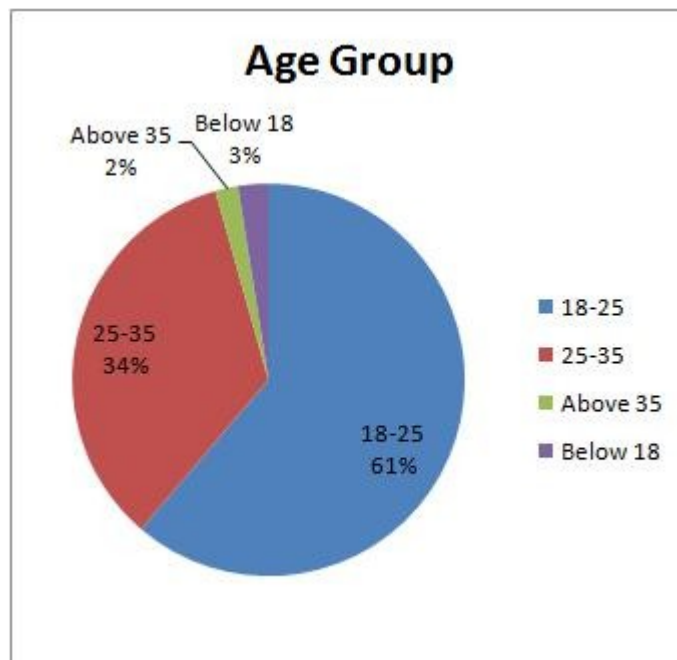| Age Group		
Age Class	No. of Respondents	Percentage (%)
Below 18	4	3
18-25	98	61
25-35	55	34
Above 35	3	2

Tble 4.2 Distribution of Age Group

Figure 4.2 Pie chart showing distribution of age group

Inference

4 different age groups were covered by the collected data, they are below 18 (3%), 18 – 25 (61%), 25 – 35 (34%), and above 35 (2%). Based on the data collected we found that people of age group 18 – 25 and 25 – 35 forms major share of the respondents and are more influenced with social media.

Occupation

Occupation		
Occupation	No. of Respondents	Percentage (%)
Student	103	64
Self Employed	17	11
Working Professionals	37	23
Others	3	2

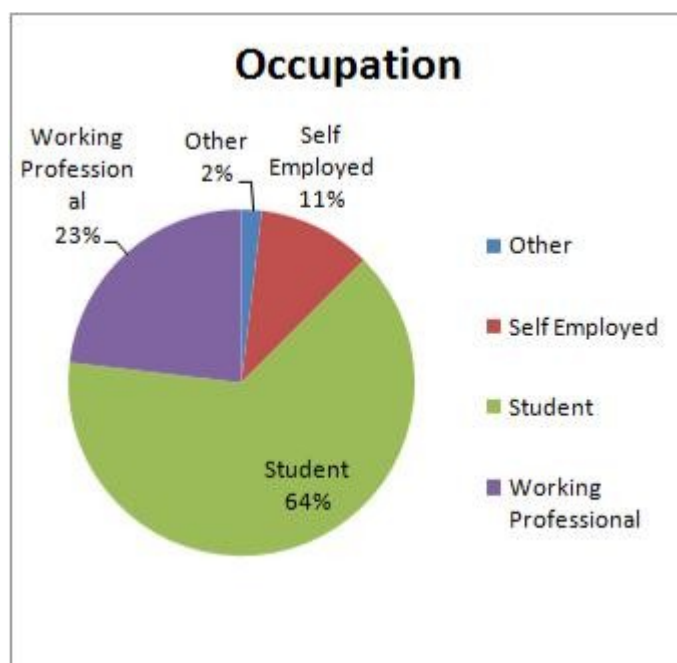Table 4.3 Distribution of occupation among respondents

Figure 4.3 Pie chart shoeing distribution of occupation among respondents

Inference:

From the above, we can observe that out of 160 responses obtained 64% of the respondents are students, 23% are working professionals, 11% are self employed and other comprises of 2% only. Since student and working professionals has most share among the respondents so only these two are taken for further analysis and hypothesis testing.

Most preferred social media platform

Which social media platform do you prefer the most?	
Social Media Platform	No. of Respondents
Facebook	44
Google+	1
Instagram	21
Snapchat	7
Twitter	4
Whatsapp	83

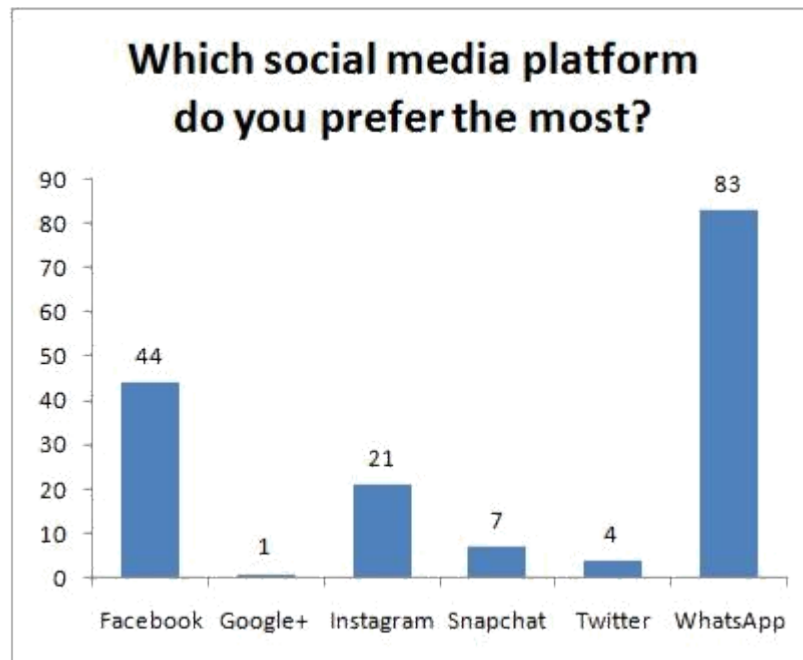Table 4.4 social media platform most preferably used

Figure 4.4 Bar graph showing distribution of social media platform most
preferably used

Inference:

Some most popular social media platforms were asked from the respondents which they preferably use and Whatsapp comes out to have major share in that with 83 respondents are using it for connecting with other individuals. It is followed by Facebook with 44 respondents preferably using it over other social media platform. Instagram is on third position with 21 respondents.

Time Spent

Time Spent on Social Media Platforms		
Time	No. of Respondents	Percentage (%)
Less than 1 hour	24	15
1-2 hours	46	29
2-3 hours	54	34
More than 3 hours	36	22

Table 4.5 Distribution of time spent on social media
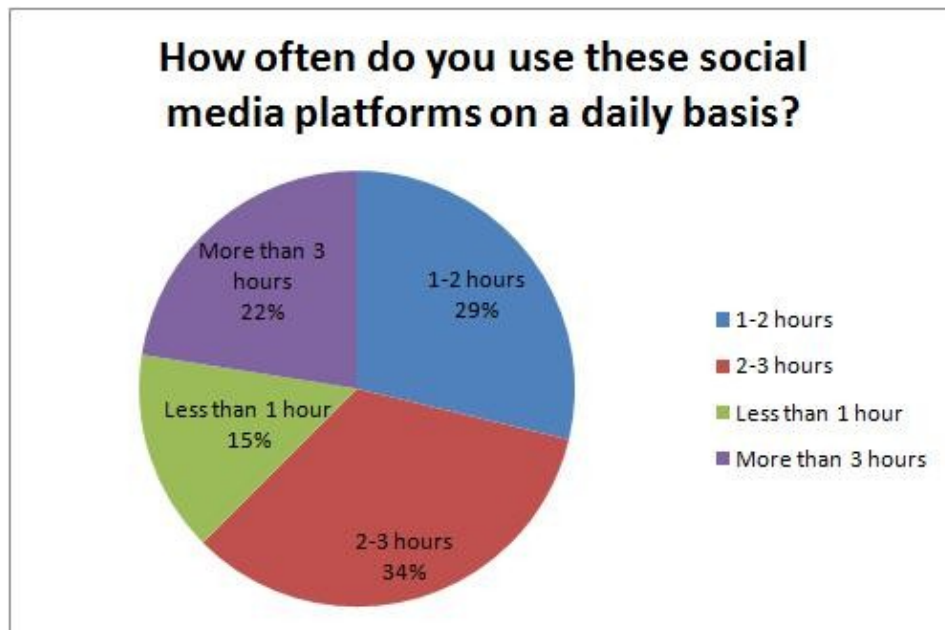

Figure 4.5 Pie chart showing Distribution of time spent on social media

Inference:

To compare the exposure of social media, respondents were asked how much time they spend on social media platforms. Demographics of respondents showed mixed results. Most of the respondents spend 3-4 hours(34%) on social media followed by 1-2 hours(29%),more than 3 hours(22%) and less than 1 hour only 15%.

4.2 Inferential Analysis

T-TEST Analysis

t-test on gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
LONELINESS	Male	112	2.1220	.78906	.07456
	Female	48	2.1319	.84142	.12145
PREOCCUPATION	Male	112	2.6875	.84810	.08014
	Female	48	2.5556	.84028	.12128
TOLERANCE	Male	112	2.6637	.85541	.08083
	Female	48	2.8333	.81650	.11785
WITHDRAWAL	Male	112	2.0923	.86207	.08146
	Female	48	2.3056	.86659	.12508
PERSISTENCE	Male	112	2.6131	.91867	.08681
	Female	48	2.2986	.90504	.13063
ESCAPE	Male	112	2.5417	.94082	.08890
	Female	48	2.8333	.93273	.13463
PROBLEM	Male	112	2.5179	.92224	.08714
	Female	48	2.4444	.85423	.12330
DECEPTION	Male	112	2.0357	.83870	.07925
	Female	48	2.0069	.82080	.11847
DISPLACEMENT	Male	112	2.3839	.95359	.09011
	Female	48	2.4792	.79569	.11485
CONFLICT	Male	112	2.0774	.79031	.07468
	Female	48	2.0486	.85880	.12396
LIKE	Male	112	2.0982	.93442	.08829
	Female	48	2.4583	.79783	.11516
OVERALL	Male	112	3.84	.973	.092
	Female	48	3.96	.824	.119

Table 4.6 Group statistics of gender

Independent variable	Dependent variable	Significant level	Null Hypotheses
	Loneliness	0.945	Accepted
	Preoccupation	0.366	Accepted
	Tolerance	0.238	Accepted
	Withdrawal	0.157	Accepted
	Persistence	0.048	Rejected
GENDER	Escape	0.044	Rejected
	Problems	0.628	Accepted
	Deception	0.840	Accepted
	Displacement	0.516	Accepted
	Conflict	0.843	Accepted
	Like seeking behavior	0.015	Rejected
	Overall effect on day to day life	0.430	Accepted

Table 4.7 T-Test analysis between GENDER and Dependent Variables

Inference:

After doing the T-test, it can be inferred from the table that the P-value comes out to be more than 0.05. Hence, the null hypothesis is accepted. Therefore, it can be said that there is no significant gender difference with respect to loneliness, preoccupation, tolerance, withdrawal, problems, deception, displacement, conflict and overall social media addicton . The mean value of both the gender comes out to be nearly same except for persistence, escape and like seeking behavior in which the null hypothesis is rejected and alternative hypothesis may be accepted for these factors.

It can be inferred that females have more like seeking behavior as compared to males. Also females use social media more to escape from the problems and negative and emotional feelings. Likewise it can also be said that males are more persistence in using social media as compared and can't let go social media despite several failed attempts to let go.

T-test on occupation

Group Statistics					
	Occupation	N	Mean	Std. Deviation	Std. Error Mean
LONELINESS	Student	103	2.1748	.76958	.07583
	Working Professional	37	2.1351	.82199	.13514
PREOCCUPATION	Student	103	2.7832	.83197	.08198
	Working Professional	37	2.3514	.69808	.11476
TOLERANCE	Student	103	2.8608	.81720	.08052
	Working Professional	37	2.4324	.77724	.12778
WITHDRAWAL	Student	103	2.3430	.85234	.08398
	Working Professional	37	1.8288	.68323	.11232
PERSISTENCE	Student	103	2.6537	.86435	.08517
	Working Professional	37	2.2703	.90212	.14831
ESCAPE	Student	103	2.7379	.94587	.09320
	Working Professional	37	2.3694	.88466	.14544
PROBLEM	Student	103	2.6408	.90591	.08926
	Working Professional	37	2.3514	.80103	.13169
DECEPTION	Student	103	2.1456	.83584	.08236
	Working Professional	37	1.8829	.73374	.12063
DISPLACEMENT	Student	103	2.5113	.93680	.09231
	Working Professional	37	2.2703	.85287	.14021
CONFLICT	Student	103	2.1748	.85411	.08416
	Working Professional	37	1.8919	.71169	.11700
LIKE	Student	103	2.3544	.85929	.08467
	Working Professional	37	1.9730	.89711	.14748
OVERALL	Student	103	4.04	.917	.090
	Working Professional	37	3.68	.747	.123

Table 4.8 Group statistics with respect to occupation

Independent variable	Dependent variable	Significant level	Null Hypot
OCCUPATION	Loneliness	0.799	Accepte

(Students and Working Professionals)	Preoccupation	0.003	Rejecte
	Tolerance	0.006	Rejecte
	Withdrawal	0.001	Rejecte
	Persistence	0.029	Rejecte
	Escape	0.037	Rejecte
	Problems	0.073	Accepte
	Deception	0.076	Accepte
	Displacement	0.155	Accepte
	Conflict	0.053	Accepte
	Like seeking behavior	0.029	Rejecte
	Overall effect on day to day life	0.020	Rejecte

Table 4.9 T-Test analysis between Occupation and Dependent Variables

Inference:

After doing the T-test, it can be inferred from the table that the P-value comes out to be less than 0.05 for most of the variables. Hence, the null hypothesis is rejected in most of the cases. Therefore, it can be said that there is noteworthy contrast between students and working professionals with respect to preoccupation, tolerance, withdrawal, persistence, escape and overall effect of social media on day to day life for which the mean value of both students and working professionals comes out to be somewhat different. Loneliness problems, deception, displacement and conflict have nearly same mean values and in which the null hypothesis is rejected and alternative hypothesis may be accepted for these factors.

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.922^a	.850	.838	.374	.850	75.971	11	148	.000

a. Predictors: (Constant), LIKE, LONELINESS, PROBLEM, ESCAPE, TOLERANCE, PERSISTENCE, DECEPTION, CONFLICT, WITHDRAWAL, DISPLACEMENT, PREOCCUPATION

Table 4.8 Model Summary

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.799	.119		6.707	.000
	LONELINESS	.089	.045	.077	1.968	.051
	PREOCCUPATION	.029	.060	.026	.486	.627
	TOLERANCE	.235	.060	.214	3.927	.000
	WITHDRAWAL	.104	.055	.097	1.901	.059
	PERSISTENCE	.140	.048	.139	2.912	.004
	ESCAPE	.149	.043	.151	3.472	.001
	PROBLEM	.156	.055	.151	2.842	.005
	DECEPTION	.130	.054	.116	2.394	.018
	DISPLACEMENT	.163	.054	.159	3.004	.003
	CONFLICT	.075	.057	.066	1.325	.187
	LIKE	.001	.042	.001	.031	.975

a. Dependent Variable: OVERALL

Table 4.10 Regression analysis coefficients

37

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	116.812	11	10.619	75.971	.000[b]
Residual	20.688	148	.140		
Total	137.500	159			

a. Dependent Variable: OVERALL

b. Predictors: (Constant), LIKE, LONELINESS, PROBLEM, ESCAPE, TOLERANCE, PERSISTENCE, DECEPTION, CONFLICT, WITHDRAWAL, DISPLACEMENT, PREOCCUPATION

Table 4.11 ANOVA

Inference:

The p-value is less than 0.05 and hence the values are significant for most of the variables. Therefore the Null Hypothesis is rejected and alternative hypothesis may be accepted for most of the variables that there is a significant relationship between tolerance, persistence, escape, problem, deception and displacement on overall day to day life of people. But for variables like loneliness, preoccupation, withdrawal, conflict and like seeking behavior p-value is more than 0.05 so null hypotheses are accepted which shows no significant relationship of these factors on social media addiction.

It can also be inferred that Beta coefficient of the model for tolerance (0.214) is highest and contributes majorly towards social media addiction. Variables like persistence, escape problem and displacement have almost equal beta values and contribute significantly towards social media addiction.

4.3 FINDINGS

- ☐ It was observed that people between age 18 and 35 which forms most of the youth are mostly affected by social media and use it in their day to day activities.

- ☐ It was also found that these youth mostly comprise of students which like to connect with their friends followed by working professionals who use social media for networking and developing more and more connections.

- ☐ It was observed that Whatsapp platform of social media is most preferably used by most of the respondents as it provides instant messaging and information sharing in a most convenient way.

- ☐ Facebook is also used preferably by recognizable share of respondents as it is an excellent platform t increase the reach o\f your posts and blogs.

- ☐ It was found that more than 50% of respondents spend 2 hours or more on social media showing influence of social media on people's day to day life. Only 15 % of the respondents were using social media for less than 1 hour depicting increasing trend in more and more use of social media.

- ☐ It was found that there is no significant gender difference with respect to loneliness, preoccupation, tolerance, withdrawal, problems, deception, conflict and overall effect of social media on day to day life while persistence, escape and like seeking behavior have shown that they are little affected by gender.

- ☐ In t-test it was found that females have more like seeking behavior as compared to males. Also females use social media more to escape from the problems and negative and emotional feelings.

- ☐ It was found that males are more persistence in using social media than females and failed to reduce their use of social media.

- ☐ In *t*-test on occupation it is found that there is noteworthy contrast between students and working professionals with respect to preoccupation, tolerance, withdrawal, persistence, escape and overall effect of social media on day to day life. Students seemed to be more addicted and influenced with social media as compared to working professionals.

- ☐ In regression it is found that there is a significant relationship between tolerance, persistence, escape, problem, deception and displacement on overall day to day life of people and hence social media addiction among them. It was also observed that there is no significant influence of variables like loneliness,

preoccupation, withdrawal, conflict and like seeking behavior on social media addiction.

4.4 LIMITATIONS OF THE STUDY

- The study is only considered for the youth and the response received for the research is160 which is a small number to represent the entire population therefore generalization is difficult.
- There can be other variables as well which can affect social media addiction among youth that are not taken in this study.
- Sometimes respondents may respond by giving biased answers for the questions. Some of the respondents did not like to respond.

4.5 CONCLUSION AND DISCUSSION

Social media is being called the revolution of our century and since a social presence is considered a must have thing. Social Media and networking are being used by individuals more and more as we are progressing. Social networking is used to connect people with their friends, peers and colleagues. Students can use it as a media of education while working professionals seek to increase networking and connections through convenient use of social media.

Social media and networking are available not only on web browsers but they can also be accessed through mobile applications using a smartphone or tablet pc very easily and conveniently. These affordability and ease of use are making people more addicted towards it and are affecting their day to day activities and routines.

As we go through the project we found out various factors which help us to determine level of social media addiction among young people. The factors determined were loneliness, preoccupation, tolerance, withdrawal, persistence, escape, problems, deception, displacement, conflict and like seeking behavior of people.

Young people were selected for this study as they are more adaptable and are more easily influenced by social media as compared to old generation.

Keeping in mind above factors a questionnaire was made and response of 160 respondents was collected. After collection of data, data was analyzed using MS Excel and SPSS software and various tests like Independent t-test, Oneway ANOVA and linear regression were applied on the data.

Findings showed that is a significant relationship between tolerance, persistence, escape, problem, deception and displacement on overall day to day life of people and hence social media addiction among them. It was also observed that there is no significant influence of variables like loneliness, preoccupation, withdrawal, conflict and like seeking behavior on social media addiction.

Using t-test on gender varied results was found which concluded that females have more like seeking behavior as compared to males. Also females use social media more as compared against males to escape from the problems and negative and emotional

feelings. And males are more persistence in using social media than females and had various failed attempts to reduce their use of social media.

Finally it can be concluded that as the advancement in technologies and increased ease of access towards social media people want to be more connected and up-to-date regarding others people information about their personal life and other factors put up in this study, people will use more amore and social media continuously for hours and get habitual to social networking which ultimately will lead to social media addiction.

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SOCIAL MEDIA ADDICTION AMONG YOUTH

*Required

1. Name

_____

2. Age *
Mark only one oval.

◯ Below 18

◯ 1825

◯ 2535

◯ Above 35

3. Gender *
Mark only one oval.

◯ Male

◯ Female

◯ Other

4. Occupation *
Mark only one oval.

◯ Student

◯ Self Employed

◯ Working Professional

◯ Other

5. Which social media platform do you prefer the most? *
Mark only one oval.

◯ Facebook

◯ Twitter

◯ Instagram

◯ Snapchat

◯ WhatsApp

◯ Google+

6. How often do you use these social media platforms on a daily basis? *
Mark only one oval.

◯ Less than 1 hour

◯ 12 hours

◯ 23 hours

◯ More than 3 hours

Fill the relevant option

1=Strongly Disagree
2=Disagree
3=Neutral
4=Agree
5=Strongly Agree

7. I feel that I lack companionship. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

8. I feel I am being left out. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

9. I feel isolated from others. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

10. I found it difficult not to look at messages on social media when I am doing something else. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

11. I regularly found that I can't think of anything else but the moment that I will be able to use social media again. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

12. I usually sit idle / waiting until something happens on social media again. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

13. I regularly feel the need to use social media more and more often. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

14. I regularly feel the need to check messages on social media more and more often. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

15. I regularly feel dissatisfied because I wanted to spend more time on social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

16. I regularly feel tensed or restless if I am not able to look at my messages on social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

17. I regularly feel angry or frustrated if I am not able to use social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

18. I often feel bad when I could not use social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

19. I have tried to reduce my use of social media, but failed. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

20. I have tried to spend less time on social media, but failed. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

21. I have been unable to stop using social media, even though others told me that I really should. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

22. I regularly use social media to take my mind off the problems. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

23. I often use social media so I didn't have to think about unpleasant things. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

24. I often use social media to escape from negative feelings. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	Strongly Agree

25. I have not paid attention at school, while doing homework or at work because I was using social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	Strongly Agree

26. I have not had enough sleep because I was using social media too late at night. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	Strongly Agree

27. I have had arguments with others because of my social media use. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	Strongly Agree

28. I regularly lie to my parents or friends about the amount of time I spend on social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	Strongly Agree

29. I regularly hide my social media use from others. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

30. I often use social media secretly. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

31. I have devoted no attention to people around me (e.g. family or friends) because I was using social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

32. I have had no interest in hobbies or other activities because I would rather use social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

33. I have neglected other activities (e.g. hobbies, sport) because I wanted to use social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

34. I have had serious problems at school or at work because I was spending too much time on social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

35. I have had serious conflict with my parent(s) and sibling(s) because of my social media use. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

36. I have jeopardized or lost an important friendship or relationship because I was spending too much time on social media. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

37. I usually upload a picture using a filter or a hashtag. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

38. I usually like other people's pictures to get "like for like". *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

39. Overall I do find importance of social media in my day to day life. *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

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