



## Pattern of Social Media Use Among The Students of A Tertiary Care Mental Health Institute

**Dr. Hemanta Dutta** M.D (PSY). Senior resident, LGBRIMH, Tezpur, Assam.

**Dr. Soumik Sengupta** MBBS, M.D (Psychiatry) Assistant professor, Department of Psychiatry, LGB regional Institute of Mental Health, Tezpur, Assam, India.

### ABSTRACT

*Background: Use of social media has turned into our day to day need. Knowing or unknowingly ways of expression of our views and emotions are getting dependent on it.*

*Aim: to study pattern of social media use and its addiction among the students of a tertiary mental health care institute*

*Methods: Study has been conducted on 100 students of Lokoprio Gopinath Bordoloi Regional Institute of Mental Health, Tezpur. Questionnaires provided by SurveyPie.com and Mamamia.com are administered on the students to assess the pattern of social media use and its addiction potential.*

*Results: 18% of the study population was found to be addicted to social media.*

*Conclusion: The role of social media in our daily life is not ignorable. However, while using these advanced modes of social communication it has become an inseparable part of our life. Peoples are getting addicted to it, which is debilitating our social and occupational life.*

**KEYWORDS :** Social networking site, social media addiction

### Introduction:

"Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration". **Addiction** is a state characterized by, engaged in behaviour to achieve repetitive effects, preoccupation with that behaviour, temporary satiation, loss of control, and suffering negative consequences.<sup>2</sup> Various social networking sites those have been reported till yet are mainly Facebook, MySpace, Orkut, Twitter, Google, Instagram, etc., which allow people to stay connected with each other.<sup>3</sup> Among them Facebook is considered to be the most popular social networking site till yet.<sup>3</sup> Study has reported that till March 2014 there were 1.28 billion active users on the site per month, and at least 802 million of these users logged into Facebook every day.<sup>3</sup> La Kim and Peng have defined **Social network addiction** as failure to regulate usage which lead to negative personal outcomes.<sup>6</sup> Young has defined criteria for social media addiction, which includes neglect of personal life, mental preoccupation, escapism, mood modifying experiences, tolerance, and concealing addictive behavior. Prevalence studies have shown in variation in the prevalence of social media addiction is from 4-41%.<sup>7</sup> The small number of studies conducted so far on the Social Networking Site including Facebook, suggests that it is associated with health related, academic, and interpersonal problems.<sup>8</sup> Studies have revealed that excessive use of social media is associated with jealousy, social tension, isolation and depression.<sup>9</sup> Studies have found that compulsive Social Networking Sites usage is related to loneliness, missing of work, school, and real world social activities and negatively related to psychological well being.<sup>9,10</sup> social media addiction can lead negative emotional experiences and which can ultimately lead to maladaptive coping strategies from stress.<sup>9</sup> In comparison to other countries, studies showing addictive potentiality to this commonly used social networking site in India are lacking specially from our North Eastern counterpart. Our institute i.e Lokoprio Gopinath Bordoloi Regional Institute of Mental Health is tertiary mental health care institute. It provides education for MD/DNB psychiatry along with various allied mental health branches. Students from Homeopathy and Ayurvedic streams are posted in our institute to have their orientation towards mental health. Here we have endeavored to survey dependence on Facebook among the students of our Institute.

"Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration"(whats.com). It can be defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.(wiki, sentence has to be changed slightly). **Addiction** is a state characterized by, engaged in behaviour to

achieve repetitive effects, preoccupation with that behaviour, temporary satiation, loss of control, and suffering negative consequences. (susman) Social networking sites such as Facebook, MySpace, Twitter and dozens of others allow people to stay in touch like never before. However, some people spend so much time on these sites that it begins to interfere with their lives. Psychologists are referring to this as a social networking compulsion or addiction.( Wilson). Various signs of social media addiction are mainly -- a. Spending more than one hour daily at social media sites, b. Checking a social media whenever possible, c. Over-sharing. d. Hearing from friends and family that you are spending too much time on the social networking sites.e. Interference with work, school performance or your offline social life, f. Withdrawal symptoms if you try to cut down on the time you spend on social media.g. Obsessive thoughts about "friends" or other aspects of the social media, h. Reporting, i. Looking for new Facebook friends in an almost competitive way, j. Escapism, k. Losing sleep to go on Facebook or other sites

To explain the formation of SNS addiction, Turel and Serenko [5] recently summarized three overarching theoretical perspectives that may not be mutually exclusive:

· Cognitive-behavioral model: This model emphasizes that 'abnormal' social networking arises from maladaptive cognitions and is amplified by various environmental factors, and eventually leads to compulsive and/or addictive social networking.

· Social skill model: This model emphasizes that 'abnormal' social networking arises because people lack self-presentational skills and prefer virtual communication to face-to-face interactions, and it eventually leads to compulsive and/or addictive use of social networking.

· Socio-cognitive model: This model emphasises that 'abnormal' social networking arises due to the expectation of positive outcomes, combined with internet self-efficacy and deficient internet self-regulation eventually leads to compulsive and/or addictive social networking behavior.

### Materials and method

**Study area:** The study was done in Lokoprio Gopinath Bordoloi Regional Institute Of Mental Health , which is a tertiary mental health care center situated in Tezpur, Assam.

**The design of the study:** The study subjects were 100 students which are undergoing various psychiatric and para-psychiatric courses in our Institute. Students undergoing various courses are mainly MD/DNB, Mphil in Clinical psychology, Msc nursing, Psychiatric Social Worker etc. The period of the study was of- cross sectional type.

Socio-demographic information was gathered as per the prepared standard questionnaire. Ethical approval and consent of the patients were obtained in the initial portion of the study. Two sets of questionnaires provided by surveypie.com and Mamamia.com were administered to the students to evaluate the pattern and addictive potentiality of the students. These scales have been used to as there is lack of any standard scales or tools to assess the prevalence and addiction of social media. Results are then evaluated through EXCELSTAT.

**The aim of the study:**

- To study the pattern of social media use among the students of a tertiary mental health care institute
- To study the social media addiction among the students

*Inclusion criteria:* a) Both male and female students who are undergoing various courses in Lokoprio Gopinath Bordoloi Institute of mental health

*Tools which are used in the study are:* a) Informed consent form b) Proforma for socioeconomic data c) Questionnaires provided by Surveypie.com and Mamamia.com

**Severity of social media addiction:**

Questionnaires that have been provided by Mamamia.com has proposed three categories of social media addiction based on the scorings---

- <10— safe
- >10-20—On the way to social media addiction
- >20 --- Fully Addict.

**Results:**

Our study group comprises of 60 male and 40 female students. 94% of the students use social media. But only 6 % of the students have never used any of them. Our study reveals that 86% of the population use Facebook, only 14 % of them are using other social networking sites. While asking the frequency of use of social media, 33% of them check their social media status in every hour. 88% of the study population opens the social media site to update their status. While asking about the time of using the social media they revealed that the preferable time is 5pm- 11.30 pm. 59% of them prefer to visit their profiles through the smartphones rather than the desktops. While enquiring regarding the influence of it on their social relations 66% of the population agree that excessive use of it is hampering their interaction with family and friends. Data has been demonstrated through table 1.

Have you used social media before?		
	Male	Female
Of Course	58	36
Never	2	4
Which of these website have you registered with?		
Facebook	48	38
Myspace	0	
Twitter	10	1
Digg	0	0
Foursquares	0	0
Yahoo	2	1
Others	0	0
How often do you visit a social media website?		
Once every hour	15	8
Once every day	38	30
Once a week	4	1
Once a Month	2	1
Less than once a month	1	0
Never	0	0

What do you visit a social media for?		
Play games	1	2
Update my status	53	35
Check out what's going on with my friends	3	3
Read latest news update	3	0
Follow my favourite stars	0	0
Others	0	0

At what time do you usually visit a social media website?		
6-11:30	1	3
11:30- 13:30	2	3
13:30-17:00	8	18
17:00-23:30	42	13
23:30- 2:00	7	4
2:00-6:00	0	0

What device do you use to visit a social media website?		
Desktop	11	9
Laptop	10	11
Mobile	39	20

Do you think you spent less time than before with your family and friends?		
yes I spent to much time on social media	43	23
No, I spent time with my family and friends as before	17	17

Severity of social media addiction		
Safe	44	29
On the way to social media addiction	7	8
Fully addict	9	3

**Discussion:**

Internet addiction is frequently discussed terms nowadays. Although they have failed to make impression over our Diagnostic systems.<sup>3</sup> Recently published DSM 5 also has not included these terms. Wolniczak et al. conducted a study among their students in German university, Peru and reported that 8.6% of the students suffered from Facebook addiction.<sup>12</sup> Marcial discovered the prevalence of Facebook addiction in Philippine university students to be 4.2%.<sup>13</sup> Akyiliz and Argan reported that 7.6% of Turkish undergraduate students stayed on Facebook more than 3 hours a day.<sup>14</sup> However study which was done by Hanprathet et al., in a Thai university reported 41% of Facebook addiction among their students.<sup>7</sup> Our study also has revealed that 18% of our study population has been suffering from Facebook addiction. 23% of our study subjects have admitted that use of Facebook has been associated with decline of their performances in academic and educational field, which is a consistent finding with a study which was conducted by La Rose et al.<sup>6</sup> They have likewise inferred that excessive use of social networking interferes with work, school, and social activities.<sup>6</sup> Jafri has uncovered through his study that Facebook addicts are more inclined to utilize maladaptive coping strategies systems when they need to handle any stress.<sup>9</sup> In our study also it has been seen that 13% of our students use Facebook to forget their personal problems. While explaining social networking addiction Turel and Serenko have proposed three theoretical models which are as follows:<sup>15</sup>

**Cognitive-behavioral model:** It states that Social networking addiction arises from maladaptive cognitions and is amplified by various environmental factors, and eventually leads to compulsive and/or addictive social networking.

**Social skill model:** This model emphasizes that 'abnormal' social networking arises because people lack self-presentation skills and prefer virtual communication to face-to-face interactions.

**Socio-cognitive model:** Social networking arises due to the expectation of positive outcomes, combined with internet self-efficacy and deficient internet self-regulation.

**Summary and conclusion:**

Increase in use of internet and social media to exchange human's emotion is seen to be having a tremendous impact on social and psychological life. Our extreme reliance on these social networking sites

is causing decline in our social cognition. Through our study we had attempted to assess extent of dependability on these social networks to express our views and emotions. This type of study has not been conducted in our North East India till yet, which has been searched both manually and through web. Our study has limitation from the side of its sample size. A large number of sample sizes could have been better representative of the actual facts. However our study throw a light on the rising prevalence of addiction of human race to the mostly used social networking site i.e. Facebook. We recommend a study on large scale basis to explore the prevalence and impact of Facebook addiction on us.

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