



## A Study on the Level of Social Network Addiction Among College Students

### KEYWORDS

Network, addiction, loneliness, young people

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**ABSTRACT** *Social Networking Addiction has become increasingly debated among experts and social network users. Addiction to the internet has been treated and studied for well over a decade. With the introduction of formats that allow users to interact more often than they may have previously done, such as Twitter, Face book, Hi5, and Fraudster the ability to become addicted or attached to social networking sites has become more plausible. This ability to interact can be quite elevating to moods, and be more easily accelerated into addiction. Any behavior which causes the elevation of a person's mood can cause addiction. Addiction to social networks is highly debatable, but science has long since concluded that human nature can create an addiction out of almost every source. Does social networking addiction exist? How can such an addiction be diagnosed and treated?*

*People who have become disconnected from, or have had an inability to connect too, social activities are more likely to use and abuse the foundations of social networking. The American Psychology Association (AMA) has been clear about their skepticism over social networking addiction. In fact, little research has been concluded on the subject. Instead, studies of the condition rely on theoretical papers. These papers rely on the observance of behavior and speculations of philosophical aspects. Psychiatrists often see social network addiction as a symptom of other underlying conditions such as loneliness, depression, anxiety, and phobias. The AMA and other expert organizations agree that there is a possibility, but require more in-depth investigation and research.*

*Researchers have suggested that the excessive use of new technologies (and especially online social networking) may be particularly addictive to young people*

In terms of usage, the results of the Parents and Teens in 2006 Survey with a random sample of 935 participants in America revealed that 55% of youths used SNSs in that year. The main reasons reported for this usage were staying in touch with friends (endorsed by 91%), and using them to make new friends (49%). This was more common among boys than girls. Girls preferred to use these sites in order to maintain contacts with actual friends rather than making new ones. Furthermore, half of the teenagers in this sample visited their SNS at least once a day which is indicative of the fact that in order to keep an attractive profile, frequent visits are necessary and this is a factor that facilitates potential excessive use. Moreover, based on the results of consumer research, the overall usage of SNSs increased by two hours per month to 5.5 hours and active participation increased by 30% from 2009 to 2010.

In accordance with the bio-psychosocial framework for the etiology of addictions and the syndrome model of addiction, it is claimed that those people addicted to using SNSs experience symptoms similar to those experienced by those who suffer from addictions to substances or other behaviors. This has significant implications for clinical practice because unlike other addictions, the goal of SNS addiction treatment cannot be total abstinence from using the Internet per se since the latter is an integral element of today's professional and leisure culture. Instead, the ultimate therapy aim is controlled use of the Internet and its respective functions, particularly social networking applications, and relapse prevention using strategies developed within cognitive-behavioral therapies.

### Definition of social network Addiction

Social network addiction usually defines addiction usually refers to compulsive behavior that leads to negative effects. In most addictions people feel compelled to do certain activities so often that they become a harmful habit, which then interferes with other important activities such as work or school.

Social network is the practice of expanding the number of one's business and social contacts by making connections

through individuals. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the internet to promote such connection is only how being fully recognized and exploited through web base groups established for that purpose.

Facts Social Networking addiction is a behavioral not substance addiction. Addictions are empowered by emotional cycles. For instance, an addict is created by the need for more pleasurable feelings in their life. They then begin to feel shame or guilt, the shame and guilt (being a negative emotion) then causes them to look for more pleasure...thereby creating a cycle of addiction. Addiction is a reaction to a habitual need to act in a way to relieve stress, emotional discomfort, or levels of sadness. Looking for healthy substitutes at the onset can help avoid addiction.

### Symptoms of Internet/Social Networking Addiction.

- social networking activities cause neglect of obligations such as housework, school work, and work.
- hide the truth about how much time you're online.
- you lose track of time when you're on sites like Twitter.
- your social networking activities have caused negative issues at work or school, yet you continue those activities.
- updating your Facebook status (how you're feeling) replaces 'talking it out' with friends or family.
- you sleep less, and avoid sleep regardless of fatigue, too spend time on sites like Facebook.
- your discussions (offline) tend to include your posts, or the post of others, more than conversations about the other aspects of your life.
- you have gnawing feelings of guilt and shame over the amount of networking use.
- you become agitated or have mood swings when you're forced to spend periods of time away from social networks.
- you devote increased thoughts to what activities are, or could be going on, on Friendster or Twitter when you are not on them.
- you increasingly share information or become apart of online activities and discussions you know are dangerous.

- You create an enhanced online personality-unrelated to your real person.
- You lie about relationships or children to encourage more interaction online by other users.
- You spend more time socializing online, and begin to avoid person to person interactions.
- You prefer interactions on social networking sites over various intimacies with your partner.
- You are too preoccupied with the posts of those you follow.
- You begin to lie in order to add excitement to your Facebook and Twitter wall.
- You define yourself, or feel inflated and deeply saddened, by the number of friends or followers you have collected.

(These are some of the most categorized symptoms of social networking addiction, though there may be many more. Keep in mind that these symptoms may also be related to other situation that have nothing to do with social networking or addictions at all. )

#### Who's At Risk for Social Networking Addiction?

- People with prior addictions or addictive personality.
- Housewives or stay at home mothers who long for adult interactions.
- People with little or no at home support system.
- Individuals with social phobias.
- Teens are at the highest risk due to the natural processes of adolescent doubts and pressure.
- Those with depression or loneliness.
- Individuals with anxiety disorders.

#### What to Do/Finding Information

- Though Social Networking addiction has not been studied in depth; there are still resources that can help individuals with their possible addictions. Common steps to deal with any form of addiction can be substituted in the case of this online addiction.
- Look for healthy outlets-create diverse choices and activities.
- Replace the addictive behavior with one that causes the same stimulation in a healthy manner.
- Look into behavior modification exercises.
- Create a support system.
- Create a system of steps to rid yourself of the addiction.
- Seek professional help.

#### Psychological effects of social networking

As social networking sites have raised in popularity over the past years, people have been spending an excessive amount of time on the internet in general and social networking sites in specific. This has led researchers to debate the establishment of internet addiction as an actual clinical disorder.

Social networking can also affect the extent to which a person feels lonely in a news week, article. Johannah cornblatt explains "social networking site like facebook and my space may provide people with a false sense of connection that ultimately increases loneliness in people who feel alone.

#### New Trends

Next door is a new private social networking site aimed at neighbourhoods to help strength and enhance saocial sites. This SNA will help to bring together communities since neighbours drifted away because of the digital era.

More and more Americans are using social networking sites as their primary sources for inform action. The percentage of those who have used social net working sites to find news has increased and nearly doubled, from 9 to 19 percentages since 2010. This percentage is higher than those who get their news from other social Medias sites, new blogs and new pod casts

#### Methods and Materials.

#### OBJECTIVES

- ✓ To understand the socio demographic profile of the respondents
- ✓ To find out the level of social network addiction among the college students.
- ✓ "To study the level of social network addiction among college students."

The researcher has used descriptive research design for the study. The universe consists of the students studying in SNG college at Coimbatore. There are 1500 students studying in this college. The researcher used Stratified random sampling for selecting samples. Stratifications were on degrees and batches. And lottery method was employed to select 100 samples from different stratifications. The researcher used self prepared questionnaire to collect the data from the respondents.

#### FINDINGS

- ✓ The nearly half (46%) of the respondents belong to the age group of 18-21
- ✓ The more than half (67%) of the respondents were undergraduate.
- ✓ The more than half (62%) of the respondents are from rural areas.
- ✓ The majority (39%) of the respondents are having a family income of below 5000-10000.
- ✓ The vast majority (82%) of the respondents are from nuclear family.
- ✓ The more than half (57%) of the respondents are having 1-4 members in their family.
- ✓ The more than half (76%) of the respondents are staying with their parents.
- ✓ The vast majority (84%) of the respondents have been inspired by their friends for using the social network for the first time.
- ✓ The more than half (70%) of the respondents spend less than 100Rs for social network services.
- ✓ The vast majority (88%) of the respondents spend less than 3hrs for chatting per day.
- ✓ The majority (73%) of the respondents start using social network below 2yrs.
- ✓ More than half (57%) of the respondents grades are affected in college because of the amount of time they spend they spend for chatting.
- ✓ More than half (55%) of the respondents often stay online longer than they intended.
- ✓ Very few (35%) of the respondents always aware about the consequences of long time chatting in social network.
- ✓ Majority (60%) of the respondents do not fear their life without chatting would be boring, empty and joyless.
- ✓ Majority (63%) of the respondents don't lose sleep due to late night chatting.
- ✓ Nearly half (47%) of the respondents don't feel that wasting money and time after long time chatting in social network.
- ✓ As per this study 98% of the respondents were addicted with social network chatting at medium level.

#### CONCLUSION

The social network is not an enemy just because people became dependent on it. Over the past years social media and its rises in popularity have come under scrutiny. Using technology and media was not only to and be a habit, but an addiction of sorts. Students were describing feelings of anxiety caused by their lack of connection. Studies show that addiction to the social network reduces the ability to concentrate in his academic degradation.

We conclude from the study that various aspects such as sex, source of motivation, amount spent per month, primary mode of accessing social network and time spent per session have had an influence over addiction of social network in students.

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