



A study of social networking addiction among junior college students in Aurangabad city

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Abstract

Present research aims to study social networking addiction among Junior College Students with respect to gender. The sample of the study was selected by Stratified Random Sampling method which includes 200 junior college students of Aurangabad city studying in Junior College. A Self-made tool i.e. -Social Media Addiction Scale (SMAS) was used to find out the Addiction level among Junior college students. Research finding reveals that the level of Addiction of Social networking among Junior College Students is Average. Male as well as Female students' possess average level of Social networking Addiction. Further finding reveals that there is significant difference in the addiction level among male and female junior college students.

Keywords: Social networking, addiction

1. Introduction

Social networking addiction is a phrase sometimes used to refer to someone spending too much time using Facebook, twitter, and other forms of social media so much so that it interferes with other aspects of daily life. There is no official medical recognition of social networking addiction as a disease or disorder. Still, the cluster of behaviors associated with heavy or excessive use of social media has become the subject of much discussion and research.

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. Hence social networking addict could be considered someone with a compulsion to use social media to excess constantly checking Facebook status updates or 'Stalking' people's profiles on face book, for example, for hours on end.

In just over a decade, Social networking has swept the globe. The rapid proliferation of social media mirrors the myriad ways people use these platforms and reveals the desire people have to be part of a community and create an identity for themselves. In today's age of technology, people are prone to new technologies and comfort. Social sites allow people to connect with each other but it has created a perplexity also. People are spending more and more time surfing the internet resulting in disturbed routines and health issues. Outdoor activities and games has come to an end due to Mobile phones. Thus present research is much needed for the awareness of Social networking Addiction.

Technology provides a lot of opportunities for Education that can be accessed by everyone around the Globe. The educational field has completely transformed over since the internet and technology are included in the equation. The University of Minnesota had a research on social networking sites like My Space & Facebook (n.d) & found that the social networking sites have a great impact for educational growth for students in college. The study showed that, 94% of the observed students used the internet 77% had their account on social networking sites & 82% of the students went online at home. The surveyed students said that they have learned many important skills such as technological skills, communication skills, creativity and being open for diverse opinions & views, which are all important for the 21st century.

Social Media play a very vital role in our lives. Our lives seems to be stagnant without it. But nowadays Students are using Social sites just for the sake of entertainment rather than using it for enhancing knowledge. Thus the present study tried to find out whether the Junior college students are addicted to Social networking or not.

2. Objectives of the study

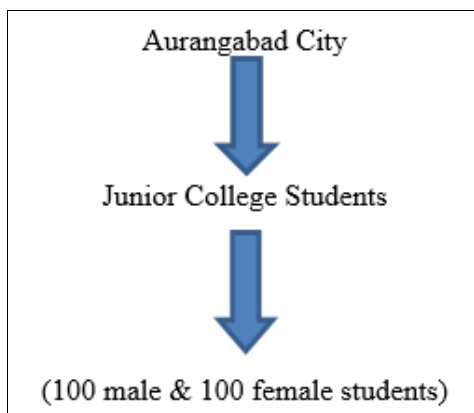
1. To study the level of Addiction of Social networking among Junior College Students.
2. To study the level of Addiction of Social networking among Male Students.
3. To study the level of Addiction of Social networking among Female Students.
4. To compare the level of Addiction of Social networking among Male & Female Students.

3. Hypothesis

1. The level of Addiction of Social Networking among Junior College Students is high.
2. The level of Addiction of Social Networking among Male Students is high.
3. The level of Addiction of Social Networking among Female Students is high.
4. There is No Significant difference in the addiction level of Social Networking among Male & Female Students.

4. Research Methodology

1. Method: Survey method of research was employed to study the Social Networking Addiction among junior college Students of Aurangabad City.
2. Sampling Technique: Stratified Random sampling technique was used.
3. Sample Size: 200 Junior college students of Aurangabad city.



Sampling Design

1. Tools: A self-made Tool was used for the research i.e- ‘Social Networking Addiction Scale’ (SNAS).

Table 2: Social Networking Addiction among Female Junior college Students.

Junior College Female Students	N	Mean	Range	Interpretation
	100	80.1	78-101	Average

It is inferred from table no.3 that, from the calculation of collected data the Mean value of Social Networking among Female students is 80.1 which lies between the range 78-101. The results indicate that Social Networking Addiction among Female Junior college students is Average.

Table 3: Comparison of Social Networking Addiction among Male and Female Junior college Students.

Gender	N	Mean	S.D	t value	Difference between mean
Male	100	85.65	10.35	3.30	Significant
Female	100	80.1	13.32		
df 198 at 0.05 significance level =1.97					

Table 4 reveals that the Mean value of Male students is 85.65 and Mean value of female students is 80.1 respectively. Obtained t-value is 3.30 which is more than the table value 1.97 at 0.05 level of significance. Therefore there is significant

2. Statistical Analysis: Mean, SD, and t-test were used to analyze the data.

5. Analysis and interpretation of result

Hypotheses 1: The level of Addiction of Social Networking among Junior College Students is high.

Table showing Social Networking Addiction among Junior college Students.

Junior College Students	N	Mean	Range	Interpretation
	200	82.95	78-101	Average

It is inferred from table no.1 that, from the calculation of collected data the Mean value of Social Networking is 82.95 which lies between the range 78-101. The results indicate that Social Networking Addiction among Junior college students is Average.

Hypotheses 2: The level of Addiction of Social Networking among Male Students is high.

Table 1: Social Networking Addiction among Male Junior college Students.

Junior College Male Students	N	Mean	Range	Interpretation
	100	85.65	78-101	Average

It is inferred from table no.2 that, from the calculation of collected data the Mean value of Social Networking among male students is 85.65 which lies between the range 78-101. The results indicate that Social Networking Addiction among Male Junior college students is Average.

Hypotheses 3: The level of Addiction of Social Networking among Female Students is high.

Hypotheses 4: There is No Significant difference in the addiction level of Social Networking among Male & Female Students.

difference between the mean scores of Male and Female students. Hence Null hypothesis is rejected at 0.05 level of significance. It means that Social Networking Addiction among Male students is High.

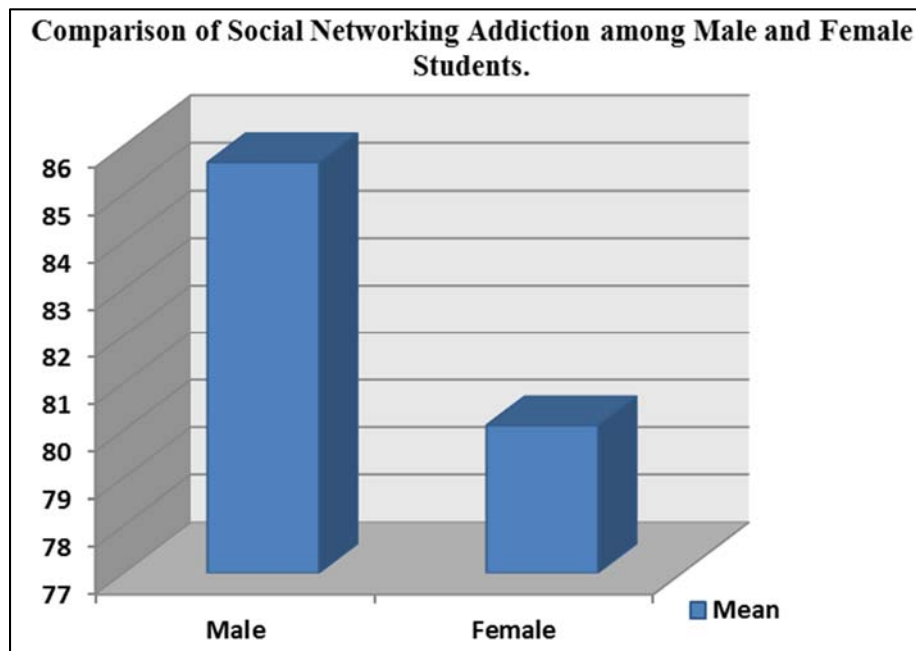


Fig 1: Showing significant difference between Social Networking Addiction among Male and Female students of Junior College

6. Results

Research finding reveals that junior college students possess Average Social Networking Addiction. Both the Male as well as Female junior college students possess average level of Social Networking Addiction. Further finding reveals that there is significant difference in the Addiction level of Male and female revealing that Addiction level among Male students is High.

7. Discussion

The study investigated the social networking addiction among Junior college students in Aurangabad city. Findings from the study revealed that the level of Addiction of Social networking among Junior College Students is Average. Only a few study has been done yet on this topic. As Social networking is quite popular now a days, the present research holds much importance to check the level of social networking addiction among youth. Findings showed that the level of Addiction of Social networking among Junior College Students is Average irrespective of Gender. There is significant difference in the addiction level of Social Networking among Male & Female Students.

8. Conclusion

Social networks are massively addictive. Most people check and interact on social sites constantly throughout the day. As Social networking is quite popular now a days, the present research holds much importance to check the level of social networking addiction among youth. Social media addiction is a relevant problem that will get even worse in future due to the rapid development of technologies. People will spend more time in the Internet and social networking sites. The only way to resist social media addiction is to train your will and devote less time to your internet activity.

9. References

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