



RESEARCH ARTICLE

“EXPLORING THE SOCIAL MEDIA LANDSCAPE OF NURSING STUDENTS: A DESCRIPTIVE ANALYSIS OF SOCIAL MEDIA ADDICTION AT SMT. NAGARATHNAMMA COLLEGE OF NURSING, BENGALURU”

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Abstract

Social media addiction has become a growing concern worldwide, affecting individual across various age groups and professions. The nursing students, being digitally connected and frequently engaged with social media platforms, are not exempt from the potential risks associated with excessive social media use. In research findings, approximately 36% of Indian adolescents and 28.3% of nursing students in Mangalore, India, showed symptoms or signs of social media addiction, according to surveys conducted by AIIMS in 2021 and by Nandini and Nayak in 2019, respectively. This study aimed to assess the prevalence of social media addiction among nursing students in Smt. Nagarathnamma College of Nursing.

Materials and Methods: A convenient sampling technique was employed to collect data from 256 nursing students enrolled in a nursing college. The participants were provided with a standardized questionnaire (social networking addiction scale) to assess their level of social media addiction. The questionnaire included items that assessed various dimensions of social media addiction, such as salience, mood modification, tolerance, withdrawal, conflict, and relapse.

Results: The analysis of the collected data revealed that 40% (104) of the nursing students exhibited symptoms of social media addiction, while 60% (152) did not show addiction towards social media. These results indicate a considerable proportion of social media addiction among nursing students in the nursing college under study.

Conclusions: The findings of this study highlight the significance of addressing social media addiction among nursing students. The high prevalence of addiction indicates the need for preventive measures and interventions to promote healthy social media use and mitigate the potential negative consequences on academic performance and mental well-being.

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Introduction:-

In today's digitally connected world, social media has revolutionized the way we communicate, share information, and build relationships. Platforms like Facebook, Instagram, Twitter, and Snapchat have become integral parts of

our daily routines, offering both opportunities and challenges.¹ Social media is defined as a collection of Internet applications which permit users to create and share their content online.²

Social network sites, Facebook in particular, has proved to be a tool for social activism and a potent instrument for sparking, stirring and setting in motion social movements in the recent times. Social network site usage has become a global phenomenon. Today, more than 500 million users are active participants in the communities.³

Every day, many students are spending countless hours in social media, one of the most widely used social network site is Facebook. It can be accessed by various devices such as a computer, laptop, iPad, tablet, and mobile phone, which helps people to stay connected at all times. Worldwide, Facebook has 1.3 billion active users, 829 million (computer) and 654 million (mobile) are daily active users as of June 30, 2014.^{4,11}

Rationale of the Study:-

There is no formal Medical recognition that social media addiction is a disease, however, the negative practice of intemperate use of social media has become a matter of Global discussion and research. Addiction purely refers to a 'compulsive behavior' that users to negative effects. These negative effects may include effect on physical health, psychological well-being, and social relationships and on the environment. Nevertheless, in this case, social media addiction is referring to individuals who have a compulsive use of 'Instagram'.⁷⁻⁹

The usage of social networking site has become widespread in today's society, especially among university students. Young adults frequently visit multiple sites a day, such as Twitter, Snap Chat, YikYak, YouTube, and Instagram. ~90% of those between 18- 29 years old regularly use social media sites. In 2014, 74% of American adults engaged in daily social networking activities, and ~87% of companies use at least one social networking site⁵⁻⁶.

Social networking sites such as Facebook has over a billion users globally, with 96% of university students saying they access it daily. Malaysia, with a population of 29.72 million, has 17.5 million Internet users and 13.3 million Facebook users. Those aged between 18-24 years old are the highest users, contributing 34.5%, followed by those aged 25-34 years old (29.5%), and 13- 17 years old (16.3 %). ~51% of Malaysians have an active YouTube profile and 80% of Internet user's stream or download videos each month, and spend 10.6 hours watching Broadcast TV. YouTube is the 6th most frequently used smartphone app in the country, and accounts for 67% of all online videos viewed in Malaysia. Malaysians aged between 16-34 years old watches more YouTube videos, with an average watching time of 80 minutes, which is twice that of the world average. Many researches in the field of social media and education have explored the possibilities of socialmedia tools, and its popularity among youth in teaching and learning¹⁰.

The massive growth of social media has led to the global concern of social media addiction, which affects a large portion of society. Addicts of social media can be identified using a variety of parameters including conflict, mood swings, behavioral changes and conflict. Researchers in previous literature have approached a variety of methods to identify and curb the problem of social media addiction. In addition to social and cultural aspects, social media addiction like any other type of addiction is also governed by personal lifestyle and health habits. This type of addiction has been classified as a type of behavioral addiction which stems mostly from problems in personal and social life. Several therapies and tactics have been proposed to reduce the level of addiction. In this paper, a comprehensive review of research carried out in social media addiction has been provided.¹²

Social media addiction is an emerging health problem in India, especially among the young population. Overall, the research on this topic is in its infancy and needs further exploration.¹⁵

The objectives of the study: To assess the social media addiction among nursing students.

Study design: Simple descriptive research design

Variables

- Study variables: social media addiction among nursing students
- Attribute variables: Age, gender, year of the study, religion, residential status, and average mobile use per day

Setting:

The setting of the study is smt. Nagarathnamma College of nursing, Bengaluru. The reason for selecting this college is of geographical proximity, feasibility of conducting the study, availability of the samples and familiarity of the investigator with the settings.

Population:

Nursing students in the age group 18-26 years at Smt. Nagarathamma College of Nursing, Bengaluru.

Sample and sampling technique:

The college students who fulfil the inclusion criteria were selected in the study. Total of 256 nursing students from the age group of 18-26 years were selected using convenient sampling technique from Smt. Nagarathamma College of nursing, Bengaluru.

Selection criteria:**Inclusion criteria**

- Nursing students who are studying B.Sc and GNM courses.
- Nursing students at the time of study

Exclusion criteria:

- Nursing students who are not willing to participate in the study.

Data collection instrument: -

Data collection tools are the procedures or instruments used by the researcher to observe or measure the key variables in the research problem.

Scoring key

Social networking addiction scale by Usman and Shah Nawaz was used in this study. The tool consists 21 items. The maximum score is 147 and the lowest score is 21. Responses are scored as strongly agree is 7 and strongly disagree is 1.

Interpretation of tool: -

The cut off score for social networking addiction scale is 30. The tool consists of three subscales which include internalizing problems, attention problems, and externalizing problems. The cut of scores for those subscales are as follows: - addiction score between 84- 147 and no addiction is less than 83

Method and data collection procedure

The present study was a cross sectional survey and the sample consisted were from BSc and GNM nursing students. Data collection was conducted during the month of June (21/06/23 to 22/06/23). The student researcher obtained formal permission from the Principal of smt. Nagarathnamma College of nursing, Bengaluru. The nursing students, who fulfilled the inclusion criteria, were selected by convenient sampling technique. The nursing students were gathered in one classroom and collected data. The student researcher introduced herself to the nursing students and explained the purpose of the study and written consent from each subject. The student researcher assured the confidentiality of nursing students' responses and instructed the nursing students to complete the scale on the basis of their experiences, faced by the nursing students. The google form was used to collect the data was collected from class. The average time taken by the nursing students to complete the scale was 10-15 minutes and total 2 days has been taken to complete data collection from the nursing students.

Statistical Analysis

After data cleaning and mining, the data were tabulated in an MS Excel sheet. The data were transferred from an Excel sheet to SPSS version 20. Mean, and Standard Deviation used for descriptive statistics and testing hypotheses applied t-test, for the inferential statistics in the present study.

Table no. 01:- Frequency and Percentage Distribution of Socio-Demographic Variables n=256.

Demographic variable	f	%
1. Age in years		

18-20	147	57.4
21-23	97	37.9
24-26	12	4.7
2. Gender of the child		
Male	123	48.0
Female	133	52.0
3. Year of the study		
1 BSC	13	5.1
2 BSC	89	34.8
3 BSC	9	3.5
4 BSC	42	16.4
1 GNM	42	16.4
2 GNM	31	12.1
3 GNM	30	11.7
4. Residential status		
HOSTEL	19	7.4
PG	93	36.3
HOME	144	56.3
5. Avg. Mobile usage/day		
1-5 HRS	166	64.8
6-10 HRS	69	27.0
11-15 HRS	18	7.0
16-18 HRS	3	1.2

The majority of participants are young adults aged between 18 and 23 years old. With regard to there is a slight female majority within the sample. Additionally, most participants are enrolled in either their 2nd or 4th year of BSc nursing, or their 1st year of GNM nursing. A significant proportion of participants reside at home, while a smaller percentage reside in hostels or PG accommodations and the average daily mobile usage is relatively high, with most participants reporting usage between 1 and 5 hours.

Table no. 02:- Frequency and percentage distribution of social media addiction among nursing studentsn=256.

Sl. No.	Prevalence of social media addiction	Frequency (f)	Percentage (%)
1	No Addictions	152	60
2	Addictions	104	40

The analysis of the collected data revealed that 40% (104) of the nursing students exhibited symptoms of social media addiction, while 60% (152) did not show addiction towards social media. These results indicate a considerable prevalence of social networking addiction scaleamong nursing students in the nursing college under study.

Table no.03:- Mean, mean percentage and standard deviation of social networking addiction scale n=256.

SL NO	CATEGORY	MEAN	STANDARD DEVIATION	MEAN PERCENTAGE
1	Salience	21.73	0.377	31.04
2	Mood modifications	3.39	0.264	33.9
3	Tolerance	3.30	0.422	33
4	Withdrawal	3.87	0.307	38.7

The data suggests moderate social media addiction across categories: Salience (31.04%), Mood modifications (33.9%), Tolerance (33%), and Withdrawal (38.7%). Individuals spend significant time thinking about social media

and experience noticeable mood changes from its use. Tolerance may develop over time, requiring increased usage for desired effects. Withdrawal symptoms are moderate when access is limited.

Discussion:-

The study found that 34 (17.5%) students were having social media addiction and 166 students were free from the problems and 22 (64.7%) students were found to have internalizing problems, 12(35.3%) students with attention. Problems and 16 (47.05%) students were having externalizing problems. similarly; Anes Ahmad et. al reported that 17.9% of the nursing students were having social media addiction. In the same study the prevalence of internalizing problems was 57% and externalizing problems were 29.2%.¹⁵

Social media addicts were 1.6 times more vulnerable to having psychological changes in comparison with no addicts. Psychological changes like anger, anxiety, tension, irritability, stress, etc., were more among addicts similar to Subba et al. study.¹⁴

Those who are addicted to Social media are 2.63 times more prone to behavioral changes compared to No addicts in this study. Behavioral changes like sleep disturbance, neglect personnel hygiene and failure to eat regularly observed were more among Social Media addicts similar to other studies.¹⁸

In the present study, there is significant association found to exist between social media addiction among nursing students with age, educational level of father, mother and number of siblings. Hence research hypothesis is accepted except for age, educational level and average use of mobile.

The median duration of usage, monthly expenditure on data packages and hours spent on Social media per week was found to be more in social media addicts compared to social media No addicts similar to Goel et al. study, where Addicts averaged 38.5 h/week and No addicts averaged 4.9 h/week on the computer.¹³

Conclusion:-

Finding highlights the need for further research to understand the specific factors contributing to social media addiction in this population and to develop effective interventions to promote healthy online habits. Additionally, considering the potential negative impact of social media addiction on academic performance, mental well-being, and professional development, it is crucial for nursing schools to implement awareness programs and provide resources to support students in maintaining a balanced relationship with technology. Future research should also explore potential variations in social media addiction levels across different demographic subgroups within the nursing student population, allowing for targeted interventions and support strategies.

Social media addiction is an emerging health problem in India. The parents should be proactively involved in the child's upbringing in preventing the excessive use of social media and consequently the development of adverse health effects.

Limitations

Information on details of Social Media usage, money spent, symptoms described are based on the history revealed by study subjects. Other factors such as psychosocial characteristics of the subjects, personality traits, etc., which may have a direct or indirect influence are beyond the scope of the study. A larger study covering a wide geographical area should be done using the Social Media Addiction scale for generalization and acceptance.

Recommendation:-

Counseling regarding healthy use of technology for Social Media users is the need of the hour. The scale can be used as a screening tool for Social Media Addiction. The study points towards the need for legislative action like considering having an age limit for use of Social Media just as we have for cigarette smoking and alcohol.

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Conflicts of interest

There are no conflicts of interest.

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