SOCIAL MEDIA ADDICTION IN RELATION TO PERSONALITY DIMENSIONS AMONG HIGHER SECONDARY STUDENTS

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ABSTRACT

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social relationship is considered to be the most important component of human life. The information and communication technology expanded the areas of inter personal relationship. The aim of the study is to find out whether the personality dimensions' effects Social Media addiction. The Social media using effects not only individual's personal area, but also in their family, occupational and academic area. This study is very important to investigate the seriousness of Social Media addiction in the society nowadays, especially for adolescent in Higher Secondary school. This study can provide much information about Social Media addiction.

Method: The study was used survey method and conducted 160 higher secondary school students with equal distribution of 80 girls, 80 boys. The sample was collected from various Government and Private schools and also included Rural and Urban areas. Social Networking Status Scale (SNSS) - Developed by Arslan and Kırık (2013) Eysenck Personality Questionnaire – Revised (EPQ – R) - Developed by Eysenck & Eysenck (1991) and Personal Information (General data) Form were used as data collection tools. Descriptive statistics like Arithmatic Mean, Media, Mode, Standard deviation, Skewness, Kurtosis and Pearson's product moment coefficient of correlation, and also fisher's Test were used to analyze the data.

Result: The results of the study was correlation 'r' between Social Media Addiction and Psychotism among the higher secondary school students was 0.676., Social Media Addiction and Extroversion was 0.716 and Social Media Addiction and Neurotism was 0.636. The Social Media addiction of Boys and Girls as critical ratio is t=0.281, P > 0.05, Rural and Urban students as critical ratio is t=1.541, P > 0.05. and Govt. and Private Students as critical ratio is t=0.882, P > 0.05. It means that there is high relationship between Social Media Addiction with Personality Dimensions.

Conclusion: Four Social media addictions significantly affect personality dimensions of the higher secondary school students.

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I. INTRODUCTION

Social relationship is considered to be the most important component of human life. The information and communication technology expanded the areas of inter personal relationship. With the development of the internet and social networking sites more people are using technology to communicate with their friends and family online and maintain these inter personal connections in a novel way that was not available in previous generation. So human being's social inter action has significantly changed towards an online perspective.

When we think of social media, probably think of sites like WhatsApp, Facebook, Twitter, and LinkedIn. Social media takes traditional forms of media to a whole new level. It is different from a news article or billboard that has information professionally created, polished, vetted through people who check and sign off on the content, and sent out as a one-way message to an audience. With social media, the information is generated by a user or brand, generally isn't intensely scrutinized before being sent out, and transmitted in a way that allows two-way communication with people. Also, while it is often costly to get a message out using traditional media, using social media is relatively inexpensive or free.

One of the major features of social media is of course its social aspect. Traditional media tells a person what the message is and doesn't interact with the consumer. Features of social media provide the ability for users to comment on what's being said. If a columnist posts an article on a blog, a person can respond to it immediately by adding his or her own remarks. The columnist could then reply to these comments, creating a conversation. Rather than telling people what they should think, social media changes the information into an informal exchange of views. Even better, anyone can join in on sites that are accessible to others with no real technical experience. The readers can even go and create their own blogs, allowing them to write about any topic they want or share a free ow of ideas. Unlike traditional mediums, boundaries are broken down; the reader can become the writer any time he or she wants.

Social media addiction

Social networking addiction is a phrase sometimes used to refer to someone spending too much time using WhatsApp, Facebook, Twitter and other forms of social media -- so much so that it interferes with other aspects of daily life. There's 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. In short 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 Facebook, for example, for hours on end.

Some people consider excessive use of social networks simply the latest form of "Internet Addiction Disorder," a phenomenon people first began writing about in the 1990s when Internet use was starting to spread. Even back then, people theorized that heavy use of the Internet might impair people's performance at work, in school and in family relationships. Nearly 20 years later, there is still no agreement that excessive use of the

Internet or social networking services is pathological or should be considered a medical disorder. Some have asked the American Psychological Association to add Internet addiction to the official medical bible of disorders, but the APA has so far refused (at least when this was written in 2012)

There is ample ground for the development of a general social media addiction instrument, since social media platforms share many characteristics such as facilitating social interaction, the sharing of ideas, formation and maintenance of relationships and/ or interest groups, and development of one's presence, reputation, and identity (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Moreover, the finding that excessive use of different person-based and group-based social media applications is related to Internet addiction (Kuss & Griffiths, 2012; Kuss, Van Rooij, Shorter, Griffiths, & Van de Mheen, 2013; Van den Eijnden, Meerkerk, Vermulst, Spijkerman & Engels, 2007; Van Rooij et al., 2010) justifies the development of a general social media addiction instrument.

The frequent use of internet and other communication devices may cause to many changes in their personality. Students are indulging in internet for many purposes. Some of them lead to the behavioural changes of the user. These changes always may not be positive in nature. If the user does not possess real sense of self control and personal contact negative side effects like Extrovert, Introvert, Psychotic, Neurotic etc. can be seen.

Objectives

1. To find out the relationship between Social Media Addiction and Psychotism.

2. To find out the relationship between Social Media Addiction and Extroversion.

3. To find out the relationship between Social Media Addiction and Neurotism.

4. To find out the level of Social Media Addiction among Girls and Boys.

Hypotheses

1. There is no relationship between Psychotism and Social Media Addiction.

2. There is no relationship between between Extroversion and Social Media Addiction.

3. There is no relationship between Neurotism and Social Media Addiction.

4. There is no significant difference between in Social Media Addiction based on Gender, Locale and Type of School.

II. METHODOLOGY

Survey method was adopted for the present study and purposive Sampling technique used for this study. The Sample was selected from higher Secondary School Students of Kasaragod District and while selecting the sample due consideration were given to the factors, Gender, Locale and Type of school. A sample of 160 higher secondary school students was drawn from four higher secondary schools of Kasaragod District and four higher secondary schools of Kannur District.

Thus 80 Boys and 80 Girls, 80 from urban and 80 from rural and 80 from Government and 80 students from Aided higher secondary schools in the sample. **The** break- up of the sample is given in the Table 1.

Table 1. break-up of the sample

Type of School	Urban		Rural		Total
	Boys	Girls	Boys	Girls	
Govt.	20	20	20	20	80
Aided	20	20	20	20	80
Total	40	40	40	40	160

Research Design
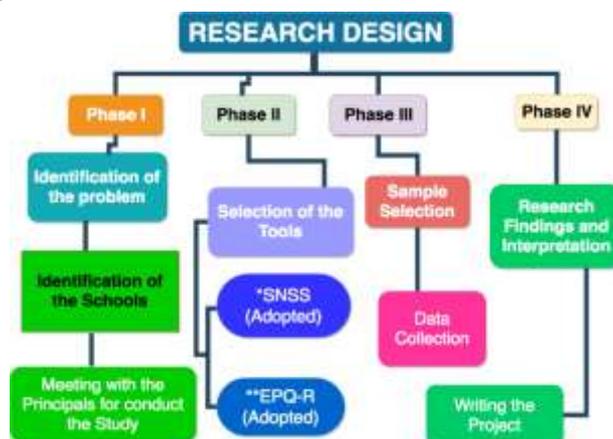
Variables of the study

Independent Variable: Social Media Addiction,

Dependent Variables: Personality Dimensions (Neuroticism, Extraversion and Psychoticism).

Demographic variables: Gender, Locality and Type of School.

Tools used for the study

1. General Data Sheet

2. Social Networking Status Scale (SNSS) - Developed by Arslan and Kırık (2013)

3. Eysenck Personality Questionnaire – Revised (EPQ – R) - Developed by Eysenck & Eysenck (1991)

III.   RESULT AND DISCUSSION

The aim of the present research is to find out the relationship among Social Media addiction and Extroversion, Neurotism, Psychotism among higher secondary school students. The sample selected consisted of 160 higher secondary school students. For the present study investigator used Social Networking Status Scale for measuring Social Media addiction.

The data collected through the administration of the tools were tabulated. Then they were analyzed using suitable statistical techniques in order to get a clear and meaningful picture about the sample. The investigator analyzed data on the basis of hypotheses to arrive at a conclusion, the details of which are discussed under the following heads.

Section A: - Preliminary Analysis

Section B: - Analysis Based on Hypotheses

Section A: Preliminary analysis

The scores obtained for the test of Social Media addiction and Extroversion, Neurotism, Psychotism were subjected to preliminary analysis with a view to apply further statistical procedures. The major statistical constants such as Mean, Median, Standard Deviation, Skewness, and Kurtosis of the variables are calculated.

Statistical characteristics of the variable Social Media Addiction for the total sample

Variable	N	Mean	Median	SD	Skewness	Kurtosis
Social Media Addiction	160	80.01	86.50	28.648	-.758	-.292

Statistical characteristics of the variables Extraversion for total sample

Variables	N	Mean	Median	SD	Skewness	Kurtosis
Extraversion	160	13.40	13.00	4.575	-.082	-.786

Statistical characteristics of the variables Neuroticism for total sample

Variable	N	Mean	Median	SD	Skewness	Kurtosis
Neuroticism	160	20.65	18.00	63.106	12.509	157.631

Statistical characteristics of the variables Psychotism for total sample

Variable	N	Mean	Median	SD	Skewness	Kurtosis
Psychotism	160	19.99	20.00	8.460	.192	-.771

Section B: Analysis based on Hypotheses.

Hypothesis 1: There is no relationship between Psychotism and Social Media Addiction.

Correlation between Social Media Addiction and Psychotism among higher secondary school students

		Social Media Addiction	Psychotism
Social Media Addiction	Pearson Correlation	1	0.676**
	N	160	160
Psychotism	Pearson Correlation	0.676**	1
	N	160	160

Note: ** 'r' is significant at 0.01 level

Hypothesis 2: There is no relationship between Extroversion and Social Media addiction.

Correlation between Social Media Addiction and Extroversion among higher secondary students

		Social Media Addiction	Extroversion
Social Media Addiction	Pearson Correlation	1	0.716**
	N	160	160
Extroversion	Pearson Correlation	0.716**	1
	N	160	160

Note: ** 'r' is significant at 0.01 level

Hypothesis 3: There is no relationship between Neurotism and Social Media addiction.

Correlation between Social Media Addiction and Neurotism among higher secondary level

		Social Media Addiction	Neurotism
Social Media Addiction	Pearson Correlation	1	0.636**
	N	160	160
Neurotism	Pearson Correlation	0.636**	1
	N	160	160

Note: ** 'r' is significant at 0.01 level

*Hypothesis 4.1***:** There is no significant difference between in Social Media addiction based on gender.

Significance of difference in the mean scores of Social Media Addiction between Boys and Girls students at higher secondary level

Groups	Number	Mean	SD	t-value	Level of Significance
Boys	80	79.38	26.713	.281	P > 0.05
Girls	80	80.65	30.617		

Hypothesis 4.2: There is no significant difference between in Social Media addiction based on locale.

Significance of difference in the mean scores of Social Media Addiction between Rural and Urban higher secondary school students

Groups	Number	Mean	SD	T-value	Level of Significance
Rural	80	76.54	30.481	1.541	P > 0.05
Urban	80	83.49	26.425		

Hypothesis 4.3: There is no significant difference between in Social Media Addiction based on type of school

Significance of difference in the mean scores of Social Media Addiction between Govt. and Private Students at higher secondary level

Groups	Number	Mean	SD	t-value	Level of Significance
Govt.	80	82.01	28.363	0.882	P > 0.05
Private	80	78.01	28.970		

IV. MAJOR FINDINGS AND CONCLUSIONS

1. *Findings obtained after the analysis of hypothesis 1*

Pearson's Product Moment coefficient of correlation 'r' between Social Media Addiction and Psychotism among the higher secondary school students is 0.676. This shows that there is high relationship between the two variables. The obtained 'r' is positive which indicates that any increase or decrease in Psychotism is correspondingly followed by increase or decrease in Social Media Addiction.

2. *Findings obtained after the analysis of hypothesis 2*

Pearson's Product Moment coefficient of correlation 'r' between Social Media Addiction and Extroversion between at higher secondary school students is 0.716. This shows that there is high relationship between the two variables. The obtained 'r' is positive which indicates that any increase or decrease in Extroversion is correspondingly followed by increase or decrease in Social Media Addiction.

3. Findings obtained after the analysis of hypothesis 3

Pearson's Product Moment coefficient of correlation 'r' between Social Media Addiction and Neurotism between at higher secondary school students is 0.636. This shows that there is high relationship between the two variables. The obtained 'r' is positive which indicates that any increase or decrease in Neurotism is correspondingly followed by increase or decrease in Social Media Addiction.

4. Findings obtained after the analysis of hypothesis 4.1

The investigator analyzed the Social Media addiction of Boys and Girls at higher secondary level and arrived to the conclusion that there is no significant difference in the mean scores of Social Media addiction of Boys and Girls as critical ratio is t=0.281, P > 0.05.

5. Findings obtained after the analysis of hypothesis 4.2

The investigator analyzed the Social Media addiction of Rural and Urban students at higher secondary level and arrived to the conclusion that there is no significant difference in the mean scores of Social Media addiction of Rural and Urban students as critical ratio is t=1.541, P > 0.05.

6. Findings obtained after the analysis of hypothesis 4.3

The investigator analyzed the Social Media addiction of Govt. and Private Students at higher secondary level and arrived to the conclusion that there is no significant difference in the mean scores of Social Media addiction of Govt. and Private Students as critical ratio is t=0.882, P > 0.05.

V. TENABILITY OF HYPOTHESES

Based on the major findings the tenability of hypotheses set for the study were examined as follows.

Hypothesis 1

Hypothesis 1 states that there is no relationship between Psychotism and Social Media addiction of higher secondary school students.

The hypothesis was put into analysis and it was found that the correlation between Social Media addiction and Psychotism (0.676) was significant. So the *hypothesis is accepted.*

Hypothesis 2

Hypothesis 2 states that there is no relationship between Extroversion and Social Media addiction of higher secondary school students.

The hypothesis was put into analysis and it was found that the correlation between Social Media addiction and Extroversion (0.716) was significant. So the *hypothesis is accepted.*

Hypothesis 3

Hypothesis 3 states that there is no relationship between Neurotism and Social Media addiction of higher secondary school students.

The hypothesis was put into analysis and it was found that the correlation between Social Media addiction and Neurotism (0.636) was significant. So the ***hypothesis is accepted.***

Hypothesis 4.1

Hypothesis 4.1 states that there is no significant difference between boys and girls at higher secondary level in the mean scores of Social Media addiction.

Critical ratio (t=0.281, P > 0.05) shows that there is no significant difference between Boys and Girls at higher secondary level in the mean scores of Social Media addiction. ***Hence the hypothesis 4.1 is accepted.***

Hypothesis 4.2

Hypothesis 4.2 states that there is significant difference between Rural and Urban School students at higher secondary level in the mean scores of Social Media addiction.

Critical ratio (t=1.541, P > 0.05) shows that there is no significant difference between Rural and Urban School students at higher secondary level in the mean scores of Social Media addiction. ***Hence the hypothesis 4.2 is accepted.***

Hypothesis 4.3

Hypothesis 4.3 states that there is significant difference between Govt. and Private students at higher secondary level in the mean scores of Social Media addiction.

Critical ratio (t=0.882, P > 0.05) shows that there is no significant difference between Govt. and Private School students at higher secondary level in the mean scores of Social Media addiction. ***Hence the hypothesis 4.3 is accepted.***

In short Social Media Addiction is highly affected our personality dimensions. It will lead to behavioral changes of the adolescent students.

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