



SOCIAL NETWORKING ADDICTION AND QUALITY OF LIFE AMONG COLLEGE STUDENTS

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Abstract

Introduction: With the advent and extensive use of the Internet and smartphones, social networking has become a pervasive part of human interaction. The use of these social networking sites or the Internet affects the physical, mental, and spiritual health of people. Hence, there is need to understand how the time spent on social networking is affecting the quality of life (QOL) as a whole, especially among college-going students who are most likely users of social networking sites (18–21 years).

Materials and Methods: A cross-sectional survey was conducted among 220 college-going students (18–21 years) in Jalandhar in 2023. Appropriate statistical analysis was done.

Results: Almost all (98%) of the respondents use the Internet. As compared to nondaily users of social networking sites, daily users were better able to handle stress related to relationships (moderate to severe stress among daily users vs. nondaily users). The daily users of social networking sites feel significantly more satisfied with their quality of life, the way they handle various problems, and different activities of their life.

Conclusion: Social networking sites has rapidly increased in the lives of young student in India. The relevancy of quality of life for daily users of social networking sites versus nondaily users are enormous. Also currently, Internet use might creat various kinds of mental health problems; therefore, continuous and critical evaluation of the changing trends is warranted.

Keywords: Quality of life, Internet, social networking addiction.

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Introduction

College students are one of the major age groups for the use of social networking sites. With the advent and extensive use of the Internet and smartphones, social networking has become a pervasive part of human interaction and is changing the societal rules in the modern world at a tremendous pace. At least 8 billion minutes are spent on Facebook each day. One of the reasons Facebook is so addictive is because it is a convenient way to track the life of your friends. India has the second largest online market in the world. The number of Internet users in India has increased from 259.88 million in 2015 to 437.4 million in 2017. This figure is projected to grow to 525.3 million Internet users in 2019.

The use of these social networking sites or Internet affects the physical, mental, and spiritual health of the people. Social networking has provided an indispensable method of communication and ignores geographical and cultural barriers. On a positive note, it improves health and professional life by giving information on health, improving eye-hand coordination, providing information on career options, timely work-related data transmission. Social networking addiction are largely being adopted as interpersonal medium of communication, advertisement, marketing and political campaigns (Tumasjan et al. 2011) indeed, it has ushered in a new way of human communication and online various social activities (Turri et al. 2013). Among microblogging services, WhatsApp, Instagram and Facebook is the most widely used social networking site. Parents spend less time with their children even when they are living in the same home. The recent reports of blue whale deaths from various parts of India especially among adolescents and young adults were also related to using SNSs. Hence, there is a need to understand how the time spent on social networking is affecting the quality of life (QOL) as a whole, especially among college-going students who are most likely users of SNSs (18–21 years). QOL is a multipronged concept that points towards an individual's overall well-being and life satisfaction in the context of culture and value systems and about goals, expectations, standards, and concerns. Despite evidence that the use of social networking addiction (SNSs) provide a platform through which people can get together online to share information, differences exist in interpreting the relationship between the SNS and people's quality of life and mental health. Some studies have reported that SNSs like Instagram, and Facebook may make people feel lonelier or users may receive unfavourable remarks from other people (Park et al. 2009). Other studies give

contradictory reports that SNSs can decrease people's loneliness and enhance the quality of life and well-being

(DeAndrea et al., 2012; Weidman et al. 2012). More research is needed to understand the emerging problem. A number of studies have investigated the relationship between SNSs and adolescents' wellbeing (Reiter, & Lindsey, 2017). A higher number of SNS accounts operated by the adolescent is associated with parent-reported inattention, hyperactivity/impulsivity, oppositional defiant disorder and symptoms of depression (Ra et al., 2018). Frequent use of SNS has been associated with symptoms of behavioural difficulties (Sacker, 2018), an unmet need for mental health support (Sampasa-Kanyinga & Lewis, 2015), high psychosocial distress (Müller et al., 2016), poorer sleep quality, lower self-esteem and higher levels of anxiety and depression (Kelly et al., 2018). In US students aged 18–21, high SNSs use associated with increased odds of mental health problems, even after adjusting for history of mental health problems (Riehm et al., 2019). Individuals with SNSs addiction may be at higher risk of developing mental health symptoms, anxiety, social dysfunction and severe depression (Bányai et al., 2017). College-going students are more curious and vulnerable to be affected by the physical, mental, social, and psychological changes happening in and around them as they get more freedom from parental and familial influences once they leave school and enter a whole new phase of life (Barry et al., 2017). Most of the studies on social networking and its impact on the QOL have been conducted in the West, where the Internet revolution has occurred earlier, and the social milieu of those countries is different from that of India. Thus, there is need to study the association of usage of SNSs with the QOL.

Materials and Methods:

Aim: To assess the effect of social networking addiction on quality of life of college student

Hypothesis:

- (1) There would be association between quality of life and social networking addiction.
- (2) There would be gender difference in quality of life and social networking addiction.

Sampling method:

A cross-sectional survey was conducted among college-going students (18–21 years) in Chandigarh in 2023. After a review of the literature, a sample size of 64 was selected. After explaining the purpose of the study, written informed consent was taken. The confidentiality of

the data was assured, and the data was collected using a self-administered questionnaire. The questionnaire has three sections. Section 1 has 20 items collecting information on sociodemographic details of the subjects. Section had 32 items collecting information on the status of SNAS usage, length of usage, and the frequency of various activities done on the Internet. For the study, the social networking site users were classified as daily and nondaily users. Daily users were defined as those who were using social networking sites every day, and nondaily users were using social networking sites but not daily. Average time spent on social networking sites, quality of life (QOL), and baseline

sociodemographic information were presented as means and percentages. The association between perceived QOL and the use of social networks.

Data Analysis:

The research data was analysed using SPSS 22.0 (Statistical Package for the Social Science) program. The data concerning students, SM addiction, and life satisfaction were interpreted considering, Pearson Correlation Coefficient analysed correlation among quality of life and SNAS, arithmetic means, standard deviations; were conducted to compare gender, type of specialization, education with quality of life.

Result:

Table: 1 shows the sociodemographic characteristics of students (N=64)

Variables		N =64	Frequency %
Gender	Male	27	42.1
	Female	37	57.81
Residence	Urban	41	64.06
	Rural	23	35.9
Education	Graduate	16	25
	Below graduate	48	64.06
Socioeconomic status	High	16	25
	Middle	41	64.06
	Lower middle	7	10.9
Hours of usages social network site	Below 4 hours	21	32.8
	Above 4	43	67.18
SNS	Non-Daily user	5	7.8
	daily user	59	92.18

Table: 2 mean score on quality of life and social networking Addiction.

Descriptive Statistics

	Mean	Std. Deviation	N
QOL	77.9844	18.32467	64
SMA	81.0313	23.73864	64

The correlation between quality of life and SNAS was examined through the Pearson correlation Coefficient. Table 3 shows the results of the correlational analyses between the variables analyses

Correlations

		QOL	SMA
QOL	Pearson Correlation	1	-.340**
	Sig. (2-tailed)		.006
	N	64	64
SMA	Pearson Correlation	-.340**	1
	Sig. (2-tailed)	.006	
	N	64	64

** . Correlation is significant at the 0.01 level (2-tailed).

According to the Table 3 findings, there is a significant negative correlation between quality of life and SNS usages.

Discussion

The present study focused primarily on the quality-of-life college student, in India. The maximum number of respondents (99.18%) had access to the Internet and SNSs. It is an essential part of their daily activities as 92.18% of respondents reported that they were logging onto social networking sites at least once a day. Basic sociodemographic variables including gender, age, and family type were comparable among daily and nondaily users of the SNSs. Therefore, these variables are unlikely to confound the relationship between social networking and the quality of life. The pattern of use is similar to students of western countries, and it was observed that around 83% of teenagers from these countries log onto their favourite SNAS, while 50–64% of adolescents have an online profile and more than half log more than once a day there is a significant negative correlation between the quality of life and SNS usages this was similar to other studies as post covid usages of internet has

tremendously increased .student using social networking above 4 hour were found to be 67.18 percent and below were 35.9 percent which was similar to finding reported by (Rai et al., 2018). daily user were 92.8 per cent and non-daily user were 5.78 percent . Students with restricted pocket money tend to use mobile data cautiously, and SNASs are less frequently accessed.

There were no significant differences observed in the prevalence of physical and social health problems among daily and nondaily users of the SNAS (social networking Addiction scale).

As compared to nondaily users of social networking sites, daily users were better able to handle the stress related to relationships and work (Yingyeun, & Phanasathit, 2015). Social support has been seen as the most effective buffer to stress, and SNSs present a potential intervention opportunity for developing and strengthening supportive social networks for vulnerable individuals. SNSs may help the users to vent out their feeling in front of their peers and feel better. A psychological experiment studying patterns of nonverbal displays of disengagement and engagement among participants with varied socioeconomic statuses suggests that people of higher socioeconomic status display more disengagement cues in social contact than people from lower classes. (MW Kraus et . al 2009). his is in line with the study of (Bianchi & Vohs 2016), which indicates that people from lower classes tend to spend more time socializing with neighbours than with relatives and friends, as neighbours may provide more immediate instrumental support based on geographic proximity than friends and relatives. This explains low quality of life among daily users. Continuous and critical observation of the changing trends is therefore warranted.

Conclusion

This study demonstrates that high SNAS Addiction on mobile phones and other devices by 18–21-year-olds was associated with lower quality of life and greater behavioural problems, specifically, antisocial problems and emotional problems. SNAS use for up to 4 h per day during weekdays on mobile phones. Currently, Internet use might not have reached the levels where it embarks on the existing state of health. Continuous and critical observation of the changing trends is therefore warranted.

Conflicts of Interest

The authors declare no conflicts of interest.

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