Knowledge Regarding Impacts of Social Media Addiction among Nursing students of a Selected College in South India

Ms. Riva Santra[1], Ms. Neetu Gilbert[2]

[1]Lecturer, T. John College of Nursing, Bangalore
[2]Assistant professor, T. John College of Nursing, Bangalore

Abstract

Human beings have fundamental needs to belong and to relate, for which interpersonal communication is the key. In recent decades, with the development of information technology, especially with rapid proliferation of internet based social media, the ways of interpersonal communication have changed drastically and platforms like Instagram and Facebook have become ingrained in the lives of countless individuals. Nowadays, social networking does not necessarily refer to what we do, but who we are. Social networking can arguably be considered a way of being.

Keywords: Social media addition, social network sites, knowledge, impacts.

1. Introduction

Social media sites have gained wider acceptability and usability and have become the most important communication tool among college or university students[1]. There are several social media platforms like Facebook, YouTube, Twitter, Snapchat, Instagram, WeChat, WhatsApp etc. Among these, the commonest social media platforms are Facebook, Instagram, Twitter and WhatsApp.[1,2] According to the statistics of 2018, 3.196 billion people use social networks on a regular basis worldwide[3]. This affects the population in several ways which becomes a serious problem, however social media play a crucial role in learning environment as a key communicational channel and a source of social support. Social media have many advantages as long as they provide wide access to information and information resources, reduce barriers to group interaction and telecommunication, support collaborative learning activities. [4]In general, the emergence of new technology such as internet and social media, in addition to providing opportunities in facilitating and improving the quality of global communications, have created some threats.

Need for the study

Globally, about 3.77 billion people are using the internet through modern gadgets such as smartphones and computers with coverage of 81% of population in the developed countries, 41% population in the developing countries. Nearly 71% of the world internet users are constituted by young people aged 15-24.[6] The most common use of the internet is to share and learn new information through work, google, Gmail, apps, online payments, social media etc. Today, among all these social media is close to becoming an integral part of the day to day lives of most people. It proves that the most common internet users belong to the age of 15-24. Hence it is relevant to conduct the current study among this age group.

2. Problem Statement

A study to assess the knowledge regarding impacts of social media addiction among BSc nursing students, in a selected college at Bangalore; with the view to develop an E-information booklet.

Objectives of the study

1. Assess the knowledge regarding impacts of social media addiction among BSc Nursing students.
2. Determine the pattern of social media usage among BSc Nursing students.
3. Find out the association between the level of knowledge regarding impacts of social media addiction and selected socio demographic variables.
4. Develop an E-information booklet regarding the impacts of social media addiction.

3. Research Methodology

Research approach: The research approach adapted for this study was quantitative research approach.

Research design: Descriptive research design without a control group approach

Sample and sampling technique: The sample for this study consisted of 100 B. Sc nursing students who were selected from first year to fourth year B. Sc Nursing batch of T. John College of Nursing. A simple random sampling technique was adopted and 25 nursing students from each B. Sc Nursing batch were selected using the lottery method.

Inclusion criteria:

- Those students who are willing to participate in the study
- Those who are between the age group of 19 – 22 years
- Those students who are B. Sc Nursing students

Exclusion criteria:

- Those students who are not available at the time of data collection
- Those students who do not have any social media account
- Those students who do not use internet

Data collection and tool description: There was two tools — demographic tool consisting part A and part B and, a structured questionnaire which was prepared after referring the review of literature and suggestions were taken by experts in nursing field.

Data collection procedure: The data was collected from 100 B. Sc. nursing students who fulfilled the inclusion & exclusion criteria. The tool was implemented through google forms after getting informed consent. After 7 days, an E-information booklet on impact of social media addiction was provided to prevent the addiction and spread awareness.

4. Results

Table – 1: Frequency and percentage distribution of Respondents based on socio demographic profile.

Sl. No	Socio demographic variables	Category	Respondents (N=100)	
			Frequency	**Percentage**
1	Age group (years)	18-20	51	51.0
		21-23	49	49.0

2	Gender	Male	16	16.0
		Female	84	84.0
3	Present working status	One parent working	76	76.0
		Both parent working	24	24.0
4	Socio-economic status	Middle	94	94.0
		High	6	6.0
5	Family income/annum	< Rs.30,000	32	32.0
		Rs.30,000-40,000	22	22.0
		Rs.40001-50000	15	15.0
		> Rs.50000	31	31.0
6	Area of Residence	Rural	29	29.0
		Urban	40	40.0
		Semi urban	31	31.0
7	Duration of social media usage in hours	<30 min	9	9.0
		30 min -1hour	18	18.0
		1- 2 hours	36	36.0
		> 2 hours	37	37.0
8	Duration of social media usage in years	< 1 year	21	21.0
		2-5 years	52	52.0
		6-10 years	27	27.0
Total			**100**	**100.0**

Table – 2: Frequency and percentage distribution of subjects based on pattern of social media usage

Sl. No	Characteristics	N=100		
		Category	Respondents	
			Frequency	Percentage
1	Social media applications used currently	Yes	95	95.0
		No	5	5.0
2	The most commonly used social media platform	Face book	5	5.0
		Instagram	95	95.0
3	Time spent on favourite social media applications	<15 min	11	11.0
		15-45 min	45	45.0
		45-90 min	25	25.0
		>90 min	19	19.0
4		Video calling	5	5.0
		Social interaction	38	38.0

	The most common purpose of using social media applications	Viewing video	35	35.0
		Study purpose	22	22.0
5	Timeframe to check the social media applications	It is the first thing I do in the morning	17	17.0
		Within the first 15 minute	21	21.0
		Within the first 30 minute	21	21.0
		Within an hour	41	41.0
Total			**100**	**100.0**

Table – 3: Frequency and percentage distribution based on money spent each month for mobile recharge in order to use social media applications by Gender.

Money spent each month	N=100					
	Respondents					
	Male		Female		Combined	
	N	%	N	%	N	%
<Rs.200	9	56.3	48	57.1	57	57.0
Rs.201-400	6	37.5	22	26.2	28	28.0
Rs.401-600	1	6.2	14	16.7	15	15.0
Total	**16**	**100.0**	**84**	**100.0**	**100**	**100.0**

NS: Non-significant, χ^2 (0.05,2df) = 5.991

Table – 4: Frequency and percentage distribution based on difficulty in cutting down the time spent on social media usage.

Felt difficulty in cutting down the time spent on social media usage	Respondents (N=100)					
	Male		Female		Combined	
	N	%	N	%	N	%
Never	6	37.5	26	31.0	32	32.0
Almost never	2	12.5	9	10.7	11	11.0
Sometimes	8	50.0	49	58.3	57	57.0
Total	**16**	**100.0**	**84**	**100.0**	**100**	**100.0**

*Significant at 5% level, NS: Non-significant, χ^2 (0.05,2df) = 5.991

Table – 5: Frequency and percentage distribution based on spending a day without using social media

Can you spend a day without using social media	Respondents (N=100)					
	Male		Female		Combined	
	N	%	N	%	N	%
Yes	13	81.3	59	70.2	72	72.0
No	3	18.7	25	29.8	28	28.0
Total	**16**	**100.0**	**84**	**100.0**	**100**	**100.0**

*Significant at 5% level, NS: Non-significant, χ^2 (0.05,1df) = 3.841

Table – 6: Classification of nursing students based on level of knowledge regarding impacts of social media addiction

Social media addiction level	Category	Respondents (N=100)	
		Number	Percentage
Poor	6-10 Score	61	61.0
Satisfactory	11-15 Score	25	25.0
Good	16-20 Score	14	14.0
Total		**100**	**100.0**

Table – 7: Overall Mean scores of nursing students regarding impacts of social media addiction

Sl. No.	Aspects	Statements	Max. Score	Social media addiction Scores N=100			
				Mean	SD	Mean (%)	SD (%)
I	Level of knowledge regarding impacts of social media addiction	**25**	**25**	**10.41**	**3.64**	**41.6**	**14.5**

Table – 8: Association between Age and Gender with level of knowledge regarding impacts of social media addiction of nursing students

Characteristics	Category	Sample	N=100						χ^2 Test
			Knowledge Level						
			Poor		Satisfactory		Good		
			N	%	N	%	N	%	
Age (years)	18-20	51	34	66.7	8	15.7	9	17.6	6.15* (5.991)
	21-23	49	27	55.1	17	34.7	5	10.2	
Gender	Male	16	6	37.5	4	25.0	6	37.5	9.24* (5.991)
	Female	84	55	65.5	21	25.0	8	9.5	
Total			**61**	**61.0**	**25**	**25.0**	**14**	**14.0**	

* Significant at 5% Level, note: Figures in the parenthesis indicate Table value

Table – 9: Association between Working status and SES with level of knowledge of nursing students

Characteristics	Category	Sample	N=100						χ^2 Test
			Knowledge Level						
			Poor		Satisfactory		Good		
			N	%	N	%	N	%	
Working status	One parent	76	51	67.1	18	23.7	7	9.2	7.34* (5.991)
	Both parent	24	10	41.6	7	29.2	7	29.2	
SES	Middle	94	57	60.7	24	25.5	13	13.8	0.24 NS (3.841)
	High	6	4	66.6	1	16.7	1	16.7	

| Total | | 100 | 61 | 61.0 | 25 | 25.0 | 14 | 14.0 | |

* Significant at 5% Level, NS: Non-significant,

Table – 10: Association between level of knowledge of nursing students regarding impacts of social media addiction with annual income and area of residence.

Characteristics	Category	Sample	N=100						χ^2 Test
			Knowledge Level						
			Poor		Satisfactory		Good		
			N	%	N	%	N	%	
Income per annum	<Rs.30,000	32	19	59.4	8	25.0	5	15.6	1.75 NS (12.59)
	Rs.30,000-40,000	22	16	72.7	4	18.2	2	9.1	
	Rs.40001-50000	15	8	53.3	4	26.7	3	20.0	
	>Rs.50000	31	18	58.1	9	29.0	4	12.9	
Residence	Rural	29	16	55.2	8	27.6	5	17.2	9.60* (9.488)
	Urban	40	30	75.0	8	20.0	2	5.0	
	Semi urban	31	15	48.4	9	29.0	7	22.6	
Total		**100**	**61**	**61.0**	**25**	**25.0**	**14**	**14.0**	

* Significant at 5% Level   NS: Non-significant,

Table – 11: Association between level of knowledge regarding social media addiction with average social media usage per day and duration of social media usage in year by nursing students

Characteristics	Category	Sample	N=100						χ^2 Test
			Knowledge Level						
			Poor		Satisfactory		Good		
			N	%	N	%	N	%	
Average Social usage per day	<30 min	9	3	33.3	4	44.5	2	22.2	0.82 NS (12.59)
	30 min-1 hour	18	12	66.6	3	16.7	3	16.7	
	1-2 hours	36	23	63.9	9	25.0	4	11.1	
	>2 hours	37	23	62.2	9	24.3	5	13.5	
Duration of social media usage in years	< 1 year	21	15	71.4	3	14.3	3	14.3	3.63 NS (9.488)
	2-5 years	52	28	53.8	17	32.7	7	13.5	
	6-10 years	27	18	66.7	5	18.5	4	14.8	
Total		**100**	**61**	**61.0**	**25**	**25.0**	**14**	**14.0**	

NS: Non-significant, note: Figures in the parenthesis indicate Table value

5. MAJOR FINDINGS

- Higher percentage 51% of sample was in the age group of 18 to 20 and lowest percentage 49% sample was in the age group of 21 to 23

- Based on their social economic status most of the sample 94% belongs to middle socio-economic status and least 6% of the samples belongs to high socio-economic status
- According to their family income the higher percentage 32% of them had a family income less than Rs.30,000 /month and least 15% of the samples had a family income of Rs.40001-5000
- 40% of the sample lived in an urban residence and 29% of the sample lived in a rural residence
- Most of the samples (61%) had poor knowledge level regarding impacts of social media addiction and only 14% had good knowledge level.
- The total score of the test to assess the level of knowledge regarding impacts of social media addiction was 25 points. The mean scores of the samples were 10.41 (41.6%) with a standard deviation of 3.64 (14.5%)
- There was significance association between level of knowledge regarding impacts of social media addiction and demographic variables like age and gender. There was significant association between knowledge level of knowledge nursing students regarding impacts of social media addiction with working status of parent.

6. RECOMMENDATIONS

- The study can be replicated on a large sample and in different setting to generalize the study findings
- A similar study can be conducted to assess impacts of social media on social lifestyle of students
- A comparative study can be conducted between school and college students
- A similar study can be conducted to assess the effectiveness of structured teaching programme on knowledge regarding impacts of social media addiction.

7. REFERENCES

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