

## Reasons of Social Media Addiction among Youth: An Exploratory Study

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### ABSTRACT

Social networking sites are technological platforms that facilitate the advent and sharing of emotions, interests, information, ideas, and various types of expressions in the virtual world of groups, communities, or networks. Youth are the most significant patrons of social media. They are so fascinated by social media that they cannot reduce or limit their intake of online media. Youth dependency on social media (like Facebook, Instagram, Twitter, and WhatsApp) is characterized by the aggregate of an immoderate media intake and a growing trust in social media to sense good and an incapability to forestall or cut down. Addiction to social media has positive uses also, like making consumers globalize, presenting real-time communication, etc. This paper aims to understand the addiction to social media amongst youth. It additionally describes the signs and symptoms of dependency on social media. Also, understand the behavioral association between social media dependency and mental fitness or the overall instructional performance of youth. A sample of 133 respondents was collected through a "standard questionnaire," which was created on a five-point interval scale.

**Keywords-** Social media Addiction, social network, Mental fitness, Youth, Overall performance, psychological behavior.

### I. INTRODUCTION

There is rapid development in the information technology department in today's world with the speedy proliferation of the internet. There are countless social media platforms (like Facebook, Instagram, Twitter, WhatsApp, online, and video games), making socializing too easy. These networking websites provide real-time connections among people across the world. A consumer can easily share information ideas, interact, chat, or express various emotions among people across the globe. Most young people generally use social media to make friends, for fun or keep in touch with family and relatives. A few of them also use networking websites for professional development, studying, gathering information, gaining knowledge, etc. These platforms are not only used to make and maintain any kind of relationship instantly but can also be used for marketing and promoting products or organizations. Many studies

show that social media is a good platform for promoting a brand, recruiting skilled and the right people, attracting attention, publicity, etc. These networking websites also help people to purchase goods, track their parcels from across the globe, or compare the product's price in no time. Everything has pros and cons, and similarly, social media has positive and negative aspects.

A recent study at the University of Chicago states that "social media is more addictive than alcohol or cigarettes" experimented on 205 people. (Aksoy, M. E., 2018). A current study at Harvard University, primarily based on "Why Youth are Addicted to Social Media," states that when a chain of experiments determined that the act of revealing records of oneself to a person turns on the equal part of the mind, this is related to a sensation of delight, the equal delight when we are satisfied or having food, etc. (Aksoy, M. E., 2018). The purchaser of social media will increase their sluggish tendency inside the user's utilization time,

resulting in more customers = more consumers = increase in media content = more time spent. This ends up with consequences for the youth's lifestyles so severely. This also leads to an increase in the dependency on Google, Wikipedia, spell checkers, Grammarly, etc., making young people spend more money on plans for broadband connections, mobile data, etc. The addition of social media among youth often affects their mental fitness, leading to losing their self-control, which increases anger, anxiety, depression, stress, etc. Using the cumulative grade factor average, (Lau 2017) found that social media for educational functions did no longer expect overall educational performance. However, the use of social media for non-educational functions and social media multitasking negatively expected overall educational performance. Social media dependency has been pronounced impacts about 12% of customers through social networking sites (Alabi, 2012; Wolniczak et al., 2013; Wu et al., 2013).

## II. LITERATURE REVIEW

(Aksoy, 2018) in his paper "A qualitative study on the reasons for social media addiction," he describes the reasons for social media dependency: lack of friends, social media use has been perceived as an activity, following modern occasions, and eventually, to be intermingled with actual lifestyle. These consequences have been regular with the consequences of (Bridgestock, 2016) and (Werste, 2016) research.

However, he also explains that social media dependency has started a continuity section. It has been observed that patrons who have been outside of the introductory level of dependency (social media utilization records of 6 months or less) generally use social media for socializing due to a lack of friends, the monotony of lifestyle, etc. People in the continuity section of social media dependency (use record longer than six months) use social media to stay up to date on events, feelings of success, duty, the safety of social relationships, and so on.

The study's goals via (Omekwu et al., 2014) were to discover the unique classes of networking websites. Undergraduate college students of the University of Nigeria, Nsukka use it to discover to what extent they use it, to look at why they use social media, to discover what gratification they get from its use, to locate the dangers involved in social networking, and to provide answers to cope with such dangers. The research found that most college students use social media to interact with friends, connect with their classmates for research online, and talk about national troubles and entertainment.

(Otu, A. A., 2015) explains the consequences of the records amassed from the survey among 200 college students at the University of Ghana. The observer observed that WhatsApp is the most widely used and

prescribed social media platform among students at the University of Ghana. This study also found that most of the students' subscribers of these social media platforms use these platforms for amusement, leading to students discussing significant problems and issues on these platforms. The findings also show that addiction to social media among students is on different levels, but most students are on a moderate level, and only 1% are significantly addicted.

(Baltaci, 2019) investigated whether college students' social tension, stress, loneliness, happiness, etc., have relationships or any connection with social media dependency. The study confirmed an extensive connection between social tension and happiness and the addiction to social media. The result showed similar previous research showed that there is positive, high-quality courting among social tension and social media dependency, with research that cautioned the negative courting between happiness and social media dependency. The result of the investigation also showed that the relationship between loneliness and social media addiction is low.

(Veronica et al., 2015) stated that the globalized problem of children is the misuse of social media platforms. However, the observer also said that Facebook's utilization is excessive compared to any other social media platform. Using social media is inevitable. However, the positive utilization of social media is 8.9%. This is confined, and the stability is randomized. As consistent with India's subject, Facebook was supposed to be a boon, but instead, it became Bain. The researcher also explains how the inevitable conversation era improvement is lulling the children to sleep. Their positive intentions or purposes in life are being crushed, smashed, and swapped with the aid of social media. Many children, restricting educational components to teenaged or college students, nearly depend on Facebook social media to resolve this difficulty. The research also explained that the dependency on social media corrupted kids' honesty; divinity is stolen, and teachers are either Sloane or inclined. It is far more challenging to deliver them after excessive dependency and impedance.

(Anyira et al., 2020) analyzed a decline in subculture amongst Nigerian college students. The function of social media dependency has established a negative analysis subculture. The study also says that the world's economic system is moving closer to a knowledge-primarily based total economic system, and the destiny of the USA is threatened with the aid of this unpleasant development. Suppose nothing drastic is executed to address the decline headlong. In that case, the complete machine that makes up the Nigerian State, consisting of the economic, political, and social sub-sets, might additionally lead to decline, as they may all be knowledge-driven.

(Tunc-Aksan et al., 2019) explain that social media dependency has become a problem of concern,

especially for younger people. Although social media addiction is not considered a disorder in the DSM-V, the study displays that heavy social media utilization negatively impacts younger people. The study's findings confirmed that smartphone dependency was the most significant risk factor for social media dependency among youth. The result also confirmed that the second most dangerous element of social media dependency turned into the worry of missing out. The excessive degree of perceived instructional competence was turned into a shielding element.

(Haand, R., and Shuwang, Z., 2020) The researcher examines that social media dependency has an advantageous correlation with depression and anxiety amongst college students within the Khost province of Afghanistan. The paper also explains that the bigger the youth's dependency stage, the more likely his or her depression or anxiety stage is. Meanwhile, it also indicates that depression or anxiety extensively predicts social media dependency. The investigation also showed that the internet-primarily based technological dependency affects the intellectual. In other words, the addictive use of social media involves depression and anxiety.

Xuan et al. (2020) observers explain through their paper that social media has become a critical interpersonal conversation device for youth, in addition to everyone across the globe. Parents, teachers, and counselors are the most important people to guide youth in making appropriate use of social media and preventing them from becoming addicted to it. To provide better-supplied counseling services, counselors need to be highly knowledgeable and aware of intellectual fitness and the factors that can affect youth addiction to social media.

(Sümen, A., and Evgin, D., 2021). explained that the college students' rankings for social media dependency and mental troubles had been below average, even as their sleep quality rankings had been negatively above average. Although it has long been acknowledged that sleep could be crucial for adolescent fitness, the expansion of social media dependency among college students expands the capacity for the emergence of fitness and sleep troubles. It became clear that social media dependency in college students was undoubtedly correlated with behavioral and emotional troubles, interest deficit/hyperactivity, peer troubles, and terrible sleep quality, and negatively correlated with prosocial behaviors and sleep efficiency.

(D'Arienzo et al., 2019). The goal of the prevailing paper changed to study any institutions involved in attachment and social network dependency. The outcomes advocate that social media dependency might also be returned to advanced levels in people's lives. Research has established that growing up in a well-functioning inner circle of relatives enables people to shape a mature, wholesome personality (normal et al., 2014). Overall, the outcomes of the research evaluated

offer help for the affiliation between social media dependency and various insecure attachments (i.e., hectic and avoidant).

In his paper, he stated (Bashir Hadi Ashara et al., 2018) that students use social media, but this does not reflect using it for educational pursuits. The result found that Facebook and WhatsApp are the most popular and most used networking sites. The observer also concludes that students believe that social media is a critical platform that assists them in interacting, speaking, and divulging themselves to pornography. It also explains that this dangerous trend influences students to interact with a bad attitude. Even though the observer recognizes that the excessive frequency of utilization may result from the hours the students spent browsing the internet, there may be other opportunities in the hours they spent browsing the internet to influence their educational output. However, the fact remains that social media is an imperative net platform amongst college students at Kaduna Polytechnic, Nigeria.

(Zhao, L., 2021), examined and discovered that exclusive varieties of social media have different effects and outcomes on university students' social media dependency and subjective well-being. The study also found that entertainment purposes are more likely to motivate social media dependency. In addition, the examination also showed that social media dependency has a terrible impact on subjective well-being. Compared with addicted customers, non-addicted customers can experience better subjective well-being.

(Okudan et al., 2021) examined and found that college students getting sports education have reduced their social media dependency more than students who do not. Thus, the observer concluded that sports education is helping to reduce social media dependency among students. The paper also recommends providing sports education and practicing sports to reduce social media addiction.

(Tripathi, S., & Somaiya, J., 2021) stated that social media has more affected people's lifestyles. This leads to no longer paying attention to different types of work with the increased usage of social media. The result also shows that excessive use of social networking sites increases the issue of not getting sleep quickly or adequately. Additionally, increasing family complaints of involvement with social media also causes neglecting work due to the use of social media. The examination also explains the other consequences of excessive use of various social networking platforms, like wired behavior, decreased mental growth, etc. In this manner, social media critically impacts the lifestyles of youth.

(Aydin et al., 2021) explained that increased usage of technological equipment and devices such as smartphones, laptops, and computers are the major causes of social media addiction and have resulted in depression among people. Social media is essential for everyone in their everyday lives, but at the same time, it is negatively affecting the lives of people. Increased

usage of social media harms people physically, psychologically, and socially. The groups at the highest risk are the younger generation and adolescents. Looking at the changing social issues and public policies, developing effective action plans for social media addiction is essential.

(Ayeeni, 2019) stated that there is no doubt that social media is an innovation for the world, influencing the world a lot. It has had many impacts on businesses, dissemination of information, entertainment, leisure, marketing of products, e-governance, etc. Different software companies have developed so many social media applications for smart mobile phones that assist in creating and uploading photos and videos. It makes us keep checking our social media accounts again and again. Furthermore, the design of social media to continuously scroll the page has made many people addicted to social media.

(Mohammad, Hmmud, and Mutar, 2020) According to the statistics shown by social media websites, young people are more addicted to social media than those who use the most electronic gadgets. Addiction impacts their behavior emotionally and psychologically due to this element being associated with and keeping pace with technology. Additionally, they form various trends at this stage, making it essential to study the impact of social media among youths.

(Bhargava & Velasquez, 2020) revealed that user addiction to social media is harmful in many ways. It violates their rights in many ways, not justifying the other benefits social media provides to society. How social media companies have different users contributing to the platform and making it more addictive is argued that it is incorrect as it involves an insult. Additionally, making users addicted to social media is morally offensive as it troubles users.

(Dailey et al., 2020) stated that even after so much addiction towards social media and people are already aware of it, the research that has been done in this area is minimal. In order to fill this gap, the present study has attempted to understand the predictors of social media addiction using four of the most popular and widely used social media platforms, namely Twitter, Facebook, Instagram, and Snapchat. For social media addiction that is beyond biological reasons, the author has recommended four other social factors that are playing an important role: gender, the intensity with which an individual is using social media, the extent to which social media meet people's requirements, and the social comparison that a person is making on social media websites.

(Azizi, Soroush, and Khatony, 2019) found that the level of social media addiction among the younger generation was moderate. The level of addiction was found to be higher among male students than female students. Looking at the negative factors that social media addiction has on students' performance, this issue needs to be reviewed thoroughly. Social media addiction

is destroying the academic performance of students. This issue of social media addiction can be resolved with the help of the Mix methodology.

(Masthi, Pruthvi, and Phaneendra, 2018) Studied that the addiction to social media was found in one-third of the students and is equally distributed among others. Social media usage is a global consumer phenomenon rising exponentially every year. Over usage of social media is making people addicted to it, and it is having harmful effects on mental and physical health. There is an urgent need to conduct counseling regarding the healthy usage of social media.

(Neverkovich et al., 2017) explained the trend of addiction to social media among the younger generation and students. The study found a lack of control among students using social media. They cannot organize their own activities and cannot prioritize using social media and performing other essential activities. It is suggested that these students limit their time on social media and surfing the internet and give time to other productive activities related to their studies.

(Yahya et al., 2018) stated that addiction to social networking sites is not an unknown issue these days. People are getting addicted to social media due to its high usage and spending much time on the internet. There are no significant symptoms that can be found, but as people reach later years, they find issues with their mental and physical health. More studies need to be conducted to find out the measures to save the younger generation and the older ones to limit their internet usage.

(Baglari, Sharma, Marimuthu, and Suma, 2020) Found that the people of the younger generation are the ones who are spending more and more time on the internet and surfing social media websites. The researchers have suggested that there is a need to limit the usage of internet communication with friends on social networking websites like Facebook, Instagram, Twitter, etc., as spending most of the time on the internet and uploading pictures and videos, and keeping checking the accounts of themselves and others is making them addicted to social media. The younger generation spends all their time on the internet while eating, chatting, shopping, watching movies, and even studying. These are the primary reasons why they are addicted to the internet.

### III. THE OBJECTIVE

1. To identify factors of Social Media addiction among young people.
2. Knowing about the reasons making the young generation addicted to social media.

### IV. METHODOLOGY

The study is empirical. One hundred thirty-three respondents participated in the study. The data was

collected from them through a structured questionnaire. Mean and t-test application was made to identify the results. The method of sampling was convenience sampling.

**V. FINDING OF THE STUDY**

Table 1 displays the gender, where the male respondent is 53.38%, and the female respondent is 46.62%. Looking at the Age of the Respondents, those aged 16 to 22 years are 35.34%, those between 22 to 28 years are 23.31%, and those between 28 years and above are 41.35%. Concerning the time for which the respondents use social media, those using for less than 1 hour are 15.79%, respondents who are using it for 1 to 2 hours are 24.81%, respondents using it for 2 to 3 hours are 35.39%, and those who are using it for more than 3 hours a day are 24.01%. Regarding the most used social media websites, Facebook is 14.28%, Instagram is 15.79%, Twitter is 23.31%, WhatsApp is 27.82%, and others are 18.80%. Looking at the purpose for which Social Media is used, Social networking is 15.79%, Online shopping is 12.78%, Information surfing is 24.81%, Downloads is 20.30%, gaming is 12.03%, and Television serials, shows is 14.29%.

**Table 1: Respondent’s Details**

Variable	No. of respondents	Percentage
<b>Gender</b>		
Male	71	53.38%
Female	62	46.62%
<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Age</b>		
16 to 22 years	47	35.34%
22 to 28 years	31	23.31%
28 years & above	55	41.35%
<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Time</b>		
Less than 1 hour	21	15.79%
1 to 2 hours	33	24.81%
2 to 3 hours	47	35.39%
More than 3 hours	32	24.01%
<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Social media sites</b>		
Face book	19	14.28%
Instagram	21	15.79%
Twitter	31	23.31%
WhatsApp	37	27.82%
Others	25	18.80%

<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Purpose</b>		
Social networking	21	15.79%
Online shopping	17	12.78%
Information surfing	33	24.81%
Downloads	27	20.30%
Gaming	16	12.03%
Television serials show	19	14.29%
<b>Total</b>	<b>133</b>	<b>100%</b>

**Table 2: Reasons and factors making young people addicted to Social Media**

Serial No.	Statement of Survey	Mean Value	t-Value	Sig.
1.	People with poor social relationships are more addicted to social media	4.02	12.79	0.000
2.	Young people to seek the attention of others keep posting and updating their status on social media	4.13	11.74	0.000
3.	Lack of friends is another important reason to get addicted to social media	4.23	14.43	0.000
4.	Lonely and isolated people make excessive usage of social media	3.16	1.79	0.040
5.	Young people find opportunities to create online relationships	4.27	12.84	0.000
6.	Other online activities are making people addicted to social media as well	4.10	13.79	0.000
7.	People who are less satisfied with their life are more likely addicted to social media	3.19	1.97	0.030
8.	Herd behavior is also associated with the addiction	4.29	15.14	0.000

	to social media			
9.	Technological advancement is also considered responsible for making people more addicted to social media	3.21	2.35	0.010
10.	Online gaming is a big reason making young people addicted to social media	4.30	13.14	0.000

Table 2 displays the Mean values for statement for the study done to know the "Reasons and factors making young people addicted to Social Media" looking at the mean scores, the highest mean score is gained by the statement "Online gaming is a big reason making young people addicted to social media, the mean score of 4.30" her behavior is also found responsible for the addiction of social media, "Herd behavior is also associated with the addiction towards social media" scored the mean value of 4.29. The following statement, "Young people find opportunities to create online relationships," has a mean value of 4.27. Social media is a provider of friends, as shown in the statement, "Lack of friends is another important reason to get addicted to social media," with a mean value of 4.23. The statement "Young people to seek the attention of others keep posting and updating their status on social media" has the mean value of 4.13, it is found that other activities are responsible as well as shown in a statement "Other online activities is making people addicted towards the social media as well" with the mean score of 4.10. People join social media for social relationships, as shown in a statement, "People with poor social relationships are more addictive towards social media," with a mean score of 4.02. The last three statements are in the lowest range, "Technological advancement is also considered responsible for making people more addictive towards social media" mean score of 3.21, "People who are less satisfied with their life are more likely addicted to social media" mean score of 3.19 and "Lonely and isolated people make excessive usage of social media" the mean score of 3.16. The T-value of every statement in the context of Reasons and factors making young people addicted to Social Media is significant because t-value statements are found to be positive, and the significance value is also less than 0.05.

## VI. CONCLUSION

The study clearly explains that social media is the most visited site, with more visits than any other website. Social media comes with positive as well as negative reasons. The good points of social media are that if it is used in moderation, it will act as a boon for

people's lifestyles, like helping in globalizing, interacting, sharing ideas or information, etc. However, it becomes a bane when used excessively, which causes dependency on social media and has negative impacts on the mental fitness of youth, which leads to poor overall performance. Youth undergo emotional depression at a very young age because of social media addiction. Addiction causes the loss of interest in various jobs, increasing anxiety, wired behavior, self-doubt, bad attitude, lack of confidence, etc. Social networking sites have influenced the lifestyles of youth in such a way that it will take time to self-reflect and curb their desire to check in on social networking sites. The study also states that youth can overcome social media addiction by controlling their actions and attitudes toward social networking sites. Thus, it is rightly said that an excess of anything is dangerous, just like social media. A T-test has been done to find out the outcome of the research. All the statements are significant as the significant values for all statements are less than 0.05.

## DISCLOSURE

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