The Impact of Technological Advancement on Digital Addiction Level of Youth in India

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Abstract: As India is overrunning towards digitalization, and along with showing technological advancements and conveniences, it has also presented some unfortunate consequences for the youth. This research paper focuses on the serious concern of negative effects of technology on the teenagers and youngsters of the country. The researcher has attempted to identify the various factors having influence on youth’s digital addiction level and also analysis the impact of demographic variables on it. The study has been conducted through the structured questionnaire rolling among the people of different age groups to analyse the perception of the different occupation on the addiction level of the youth. With the sample size of 405 people, the finding has uncovered the facts of addiction level, and the mess between the youth and overuse of gadget. The results also suggest how the parents can tackle with the negative effects of technology for the well-being of their children.

Key Words: Addiction, Digitalization, Technology.

I. INTRODUCTION

The effect of the internet on individual’s social participation and well-being shows that more you use the internet less you communicate with family members and this will lessen the social circles [20]. Working on Internet can reduce interpersonal interaction and communication. Further, it is pointed out that the socially isolated teenagers are more likely to use the Internet [24, 26]. Quick and easy access to the needed information has also reduced the creativity of the students and bullying using the internet facility is the evilst effect of the internet. The study conducted by Stanford University on internet usage showed that 12.4% of participants stayed online for a longer time than they intended very often. It is found that excessive electronic media use at night disturbs the sleep which develops the depression [23].

I. REVIEW OF LITERATURE

The survey on 319 university students consisting of 203 females and 116 males analysed that the problem of depression, anxiety, which turns into sleep problems is over usage of the smartphone [6]. The continuous decline in the price of the digital device evince that the use of the smartphone has also increased [15] and this immense usage affects the physical condition of an individual such as suffering from pain in neck and wrist [21].

In the present time the usage of digital devices for banking functions, have also been increased among different age groups of users [2]. Mostly youth use the digital functions for digital transactions and now people avoid visiting the bank branches and interacting with bank officials regularly. Users often operate mobile with a single hand, which coerce only the thumb to use the smartphone [37] and it has been surveyed that the university students spend more than 3.5 hour/day on an average for texting, scheduling, emailing and internet browsing and they usually feel pain in thumb [4]. Teenagers generally use their smartphone to chat on social networking sites, for sharing their personal information, for uploading the images, videos etc. They update their personal mobile number, email id on social networking sites without contemplating the privacy rules and concerning about the hacking, or threat of misusing of their information by the unknown. Teenagers also access pornographic sites from their smartphone. Sometimes, misuse of smartphone involves the students in illegal activity of cheating during examinations. Teenage boys spend the longest time, with an average of eight hour/day. Teenagers who use internet on a regular basis or always be online on social networking sites, suffer from psychological issues such as aggressiveness, paranoia, mania, narcissism, and shows antisocial behavior. The anecdotal report on addiction level showed that addiction of internet is same as addiction of alcohol, or drugs, and it affects the social, academic, occupational impairment [38]. However, some of the researches of psychiatrists, psychologists and sociologists, has not recognized addictive usage of the technology as a problematic conduct. One of the study analysed the fact of Internet addiction and the level of difficulty faced by such potential misuse. IT is also found that in the Diagnostic and Statistical Manual of Mental Disorders—Fourth Edition, Pathological Gambling was considered similar to the pathological nature of technology utilization. With the help of the model of Pathological Gambling, the addictive use of Internet can be described as an impulse-control disorder which does not includes an intoxicant [12].

In the qualitative research of functional and behavioral usage of technology, it is noted that there is significant difference between the two groups in respect to the type of applications utilized, the level of problem controlling weekly usage, and the extremity of problems noted. Clinical and community-based implications on pathological Internet use and future conduct for investigation are explored.
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As India is moving towards digitization and has become the fastest economy of the world, along with the ongoing success of Internet, people are using Internet for longer time with no control, which is the reason that people are getting addicted to the digital device. People find this as a medium of being socially connected, but this addiction can be harmful to the people. The issue of digital addiction has been a concern for researchers, especially in the field of psychology. The research has also focused on the treatment protocol for the adolescents observed that there are three aspects of internet use that are problematic—obscene, unproductive, and addictive. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

A. Research Gap

The study important to get an attention of an individual, group, and the government on the negative effects of digital and analog devices. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

B. Relevance of the Study

The study important to get an attention of an individual, group, and the government on the negative effects of digital and analog devices. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

C. Objectives

1. To measure the addiction level of youth on the basis of gender, age, and educational qualification
2. To analyze the impact of technological advancement on the addiction level of youth
3. To understand the various factors having influence on youths of addiction level
4. To draw the recommendation especially to the parents of India to protect their children from the harmful effects of digital addiction

The research has also focused on the treatment protocol for the adolescents observed that there are three aspects of internet use that are problematic—obscene, unproductive, and addictive. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

D. Methods

The study important to get an attention of an individual, group, and the government on the negative effects of digital and analog devices. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

E. Results

The study important to get an attention of an individual, group, and the government on the negative effects of digital and analog devices. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

F. Conclusion

The study important to get an attention of an individual, group, and the government on the negative effects of digital and analog devices. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

G. Limitations

The study important to get an attention of an individual, group, and the government on the negative effects of digital and analog devices. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

H. Future Scope

The study important to get an attention of an individual, group, and the government on the negative effects of digital and analog devices. The problem of Internet Addiction Disorder (IUD) is a significant concern in the Indian context. The study of Malaysian school children showed that for the teenagers of age group 13-15 years, the most prevalent addiction is related to online activities and social media. The study also gives the recommendation especially to the parents of India to provide their children with necessary guidance and support to protect them from the harmful effects of digital addiction.

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D. Hypotheses

To check the impact of technological advancement on addiction level of youth the researcher has formed following hypotheses:

i. $H_{01}$: There is no significant impact of duration to stay online on the addiction level of youth in India.

ii. $H_{02}$: There is no significant impact of excitement level of youth on the addiction level of youth in India.

iii. $H_{03}$: There is no significant impact of anticipation while going online again of youth on the addiction level of youth in India.

iv. $H_{04}$: There is no significant impact of life without internet on the addiction level of youth in India.

v. $H_{05}$: There is no significant impact of feeling of user being offline on the addiction level of youth in India.

II. RESEARCH METHODOLOGY

This is exploratory research where data has been collected from the primary sources. The questionnaire of Internet Addiction Test (IAT) constructed by Dr. Kimberly Young has been used and modified as per the social economic constraints of Indian market and circulated to 450 people of different age groups. Out of 450 distributed questionnaires, 405 useful questionnaires have been received. The sample of 405 has been taken into consideration for the authenticity of the results and respondents have been chosen using stratified random sampling. The results have been analysed with the help of SPSS software version 23 using statistical tool like factor analysis and multiple regression (Stepwise forward selection).

III. ANALYSIS AND INTERPRETATION

A. Cycle of Addiction

On the basis of extensive literature review, researcher has prepared addiction cycle (Figure 1) to digital gadgets which shows how the teenager get influence to smartphone, how they misuse the gadgets, what problems they face, what are the circumstances of over usage and finally recommendations for the parents.

B. Addiction Level of Youth

The above pie chart evidently exhibits that 1% respondents were low addicted, 38% moderate addicted and 61% youth was highly addicted to the digital gadgets. This shows that more that 60% of the total sample was addicted.

C. Addiction Level of Youth with their Educational Qualification

The above bar graph shows that students of High School have more addiction level than all other educational qualification. With little less percentage is intermediate, graduate and post graduate.

D. Addiction Level of Youth with Gender

The above bar chart shows that gender wise girls have more addiction level than boys.

Fig. 1 Cycle of Addiction

Fig. 2 Pie-Chart representing addiction level of youth

Fig. 3 Bar-Chart representing addiction level of youth with educational qualification
Fig. 4 representing bar-graph of Addiction level of youth with gender

Fig. 4 clearly depicts that Male are more highly addicted than Females.

D. Perception of Adults for Youth Addiction

E. Variables Coding for Technological Advancement on Digital Addiction Level of Youth.

| Variable Details | Variable | Nature |
|------------------|----------|--------|
| Duration of stay online | D1 | Dependent |
| Cut down the online stay time | ID11 | Independent |
| Hide your online stay | ID12 | Independent |
| Time online going out | ID13 | Independent |
| Emotions while offline | ID14 | Independent |
| Emotions while online | ID15 | Independent |
| Excitement of internet | D2 | Dependent |
| Relationships with fellow users | ID21 | Independent |
| Impact of productivity | ID22 | Independent |
| Defensive behavior | ID23 | Independent |
| Anticipation while going online | D3 | Dependent |
| Stretching your online stay | ID31 | Independent |
| Unsound sleep | ID32 | Independent |
| Impact on school work | ID33 | Independent |
| Life without internet | D4 | Dependent |

F. Normality

| Variable Details | N | Mean | Skewness | Kurtosis |
|------------------|---|------|----------|----------|
| Neglect household chores | ID41 | 4.05 | 3.46 | 1.011 |
| Complaints from others | ID42 | 4.05 | 3.46 | 1.011 |
| Preoccupied while online | ID5 | Dependent |
| Checking emails | ID51 | Independent |
| Controlling emotions | ID52 | Independent |

Descriptive Statistics

| Statistic | N | Mean | Skewness | Kurtosis |
|-----------|---|------|----------|----------|
| D1 | 405 | 4.37 | -1.511 | 1.362 |
| ID11 | 405 | 3.72 | -0.451 | -0.242 |
| ID12 | 405 | 3.9 | -0.799 | 0.257 |
| ID13 | 405 | 3.79 | -0.6 | -0.341 |
| ID14 | 405 | 3.58 | -0.554 | -0.152 |
| ID15 | 405 | 3.76 | -0.702 | -0.062 |
| D2 | 405 | 3.74 | -1.531 | 4.436 |
| ID21 | 405 | 4.05 | -1.534 | 1.498 |
| ID22 | 405 | 4.14 | -0.622 | 1.011 |
| ID23 | 405 | 4.05 | -1.534 | 3.498 |
| ID3 | 405 | 3.27 | -0.047 | -0.945 |
| D4 | 405 | 3.91 | -0.9 | -0.287 |
| ID41 | 405 | 3.96 | -1.239 | 0.432 |
| ID42 | 405 | 3.64 | -0.649 | 0.258 |
| ID5 | 405 | 3.66 | -0.509 | 0 |
| ID51 | 405 | 3.27 | -0.047 | -0.945 |
| ID52 | 405 | 3.64 | -0.649 | 0.258 |
G. Factor Analysis

i. KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | 0.822 |
|------------------------------------------------|-------|
| Bartlett's Test of Sphericity                  |       |
| Approx. Chi-Square                             | 1173.663 |
| df                                             | 66    |
| Sig.                                           | 0     |

ii. Communalities

| Communalities | Initial | Extraction |
|---------------|---------|------------|
| ID11          | 1       | 0.671      |
| ID12          | 1       | 0.604      |
| ID13          | 1       | 0.522      |
| ID14          | 1       | 0.536      |
| ID15          | 1       | 0.514      |
| ID22          | 1       | 0.658      |
| ID23          | 1       | 0.645      |
| ID31          | 1       | 0.484      |
| ID32          | 1       | 0.514      |
| ID41          | 1       | 0.684      |
| ID42          | 1       | 0.787      |
| ID51          | 1       | 0.682      |
| ID52          | 1       | 0.662      |

Extraction Method: Principal Component Analysis.

iii. Rotated Component Matrix

| Rotated Component Matrix | Component |
|--------------------------|-----------|
|                          | 1         | 2         | 3         | 4         |
| ID11                    | 0.769     |           |           |           |
| ID12                    | 0.741     |           |           |           |
| ID13                    | 0.646     |           |           |           |
| ID14                    | 0.662     |           |           |           |
| ID15                    | 0.691     |           |           |           |
| ID22                    | 0.795     |           |           |           |
| ID23                    | 0.714     |           |           |           |
| ID31                    | 0.439     |           |           |           |
| ID32                    | 0.505     |           |           |           |
| ID41                    | 0.954     |           |           |           |
| ID42                    | 0.878     |           |           |           |
| ID51                    | 0.818     |           |           |           |

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Fig. 5 representing pie-chart of perception of adults on addiction level of youth

The adult’s perception for the addiction level of youth is they think that only 1% of respondents are low addicted, 29% moderate addicted and 70% are highly addicted to the digital gadgets.

H. Reliability Analysis

| Variables/combined items | Anchor | Cronbach’s α |
|--------------------------|--------|--------------|
| 1                        | 7      | 0.808        |
| 2                        | 2      | 0.759        |
| 3                        | 2      | 0.742        |
| 4                        | 2      | 0.799        |

J. Multiple Regression Analysis

i. Model Summary

| Model | R      | R Square | Adjusted R Square |
|-------|--------|----------|-------------------|
| 1     | .643a  | 0.597    | 0.595             |
| 2     | .922b  | 0.853    | 0.85              |
| 3     | .716c  | 0.611    | 0.608             |
| 4     | .883d  | 0.734    | 0.732             |
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| Model | Sum of Squares | df | Mean Square | F | Sig. |
|-------|----------------|----|-------------|---|------|
| 1     | Regression     | 168.45 | 7 | 54.21 | 107.59 | .000 |
|       | Residual       | 132.04 | 398 | 0.326 |
|       | Total          | 300.49 | 405 |
| 2     | Regression     | 468.32 | 2 | 159.32 | 327.58 | .000 |
|       | Residual       | 162.07 | 403 | 0.32 |
|       | Total          | 630.39 | 405 |
| 3     | Regression     | 394.24 | 2 | 202.48 | 177.63 | .000 |
|       | Residual       | 166.25 | 403 | 0.59 |
|       | Total          | 560.49 | 405 |
| 4     | Regression     | 398.21 | 2 | 259.61 | 206.21 | .000 |
|       | Residual       | 199.03 | 403 | 0.25 |
|       | Total          | 597.24 | 405 |

I. Excluded Variables

ID$_{32}$ and ID$_{33}$ have been excluded from the analysis as both these variables have kurtosis value more than 2 which is not acceptance, so excluded.

IV. FINDINGS

All the hypotheses were tested with the help of multiple regression and results revealed that the significance value is less than 0.05 which is acceptable. So we reject the null hypotheses and accept the alternate hypotheses i.e. $H_{a1}$, $H_{a2}$, $H_{a3}$, $H_{a4}$ and $H_{a5}$.

V. CONCLUSION

The main reasons of being lean on technology are sense of satisfaction and belief of feeling happy over facebook, online video games, chatting etc. [19]. To overcome all these negative effects of technology, the parents needs to monitor the children on a regular basis when they use digital gadgets although it is little difficult for the parent to monitor the child all the time because nowadays, digitization in schools, colleges has made the children to use technology for not only doing the online uploaded homework but also for tracking the progress in a class, for taking help of internet to prepare project or for doing assignments. So children make good excuse for using technology to their parents.

For continuous monitoring of child, one thing that a parent can do is allowing him/her in public place of home rather than allowing them to use in their own room. Parents also need to get the time to involve themselves in the activities of their children.
Playing games with the children will positively impact their physical, cognitive, psychological development. Parents should also make the child social and make them face the society. Doing this frequently will make a child to overcome the addiction of technology.

So, country digitalization or technological advancement has high impact on the youth. It is essential for the people to be ‘Bhartiya Model of Digital Literacy’ based digitally literate which focusses on overall awareness, knowledge, skill, attitude, behavior, understanding of the digital technologies for productive usage; ethically, responsibly, balancing and cyber security [33].

APPENDIX

A. Questionnaire for the Youth Digital Addiction

Here, SD-Strongly Disagree, D- Disagree, D/A- Neither Disagree nor Agree, A-Agree and SA- Strongly Agree

| Questions                                                                 | SD | D | D/A | A | SA |
|--------------------------------------------------------------------------|----|---|-----|---|----|
| How often do you find that you stay on-line longer than you intended?    |    |   |     |   |    |
| How often do you neglect household chores to spend more time on-line?   |    |   |     |   |    |
| How often do you prefer the excitement of the Internet to intimacy with your partner? |    |   |     |   |    |
| How often do you form new relationships with fellow on-line users?      |    |   |     |   |    |
| How often do others in your life complain to you about the amount of time you spend on-line? |    |   |     |   |    |
| How often do your grades or school work suffers because of the amount of time you spend on-line? |    |   |     |   |    |
| How often do you check your email before something else that you need to do? |    |   |     |   |    |
| How often does your job performance or productivity suffer because of the Internet? |    |   |     |   |    |
| How often do you become defensive or secretive when anyone asks you what you do on-line? |    |   |     |   |    |
| How often do you block out disturbing thoughts about your life with soothing thoughts of the Internet? |    |   |     |   |    |
| How often do you find yourself anticipating when you will go on-line again? |    |   |     |   |    |
| How often do you fear that life without the Internet would be boring, empty, and joyless? |    |   |     |   |    |
| How often do you snap, yell, or act annoyed if someone bothers you while you are on-line? |    |   |     |   |    |
| How often do you lose sleep due to late-night log-ins?                  |    |   |     |   |    |
| How often do you feel preoccupied with the Internet when off-line, or fantasize about being on-line? |    |   |     |   |    |
| How often do you find yourself saying “just a few more minutes” when online? |    |   |     |   |    |
| How often do you try to cut down the amount of time you spend on-line and fail? |    |   |     |   |    |
| How often do you try to hide how long you’ve been on-line?              |    |   |     |   |    |
| How often do you choose to spend more time on-line over going out with others? |    |   |     |   |    |
| How often do you feel depressed, moody or nervous when you are off-line, which goes away once you are back on-line? |    |   |     |   |    |

B. Questionnaire for the Adults perception on Digital Addiction of Yotuh

| Questions                                                                 | SD | D | D/A | A | SA |
|--------------------------------------------------------------------------|----|---|-----|---|----|
| You feel that youth stay online longer than what they intend?            |    |   |     |   |    |
| You feel that youth neglect the household's chores to spend some more time online. |    |   |     |   |    |
| You feel that youth prefer the excitement of the internet in comparing to intimacy with their partner. |    |   |     |   |    |
| You feel that youth form new relationships with fellow on-line users?    |    |   |     |   |    |
| You feel that other people in lives of youth complain them about the amount of time they spend online. |    |   |     |   |    |
| You feel that work suffers because of the amount of time spend online by youth. |    |   |     |   |    |
| You feel that youth check their emails before something else that they need to do. |    |   |     |   |    |
| You feel that job performance or productivity of youth suffers because of the internet. |    |   |     |   |    |
| You feel that youth become defensive or secretive when anyone             |    |   |     |   |    |
asks about their online actions.

You feel that youth block out disturbing thoughts about their life with soothing thoughts of the internet.

You feel that youth find themselves anticipating when they will go online again.

You feel that youth have fear that life without internet would be boring, empty, and joyless.

You feel that youth snap, yell, or act annoyed if someone bothers them while they are online.

You feel that youth lose sleep due to late-night log-ins.

You feel that youth feel preoccupied with the internet when offline, or fantasize about being online.

You feel that youth find themselves saying "just a few more minutes" when online.

You feel that youth try to cut down the amount of time they spend online and fail.

You feel that youth try to hide how long they have been online.

You feel that youth choose to spend more time online over going out with others.

You feel that youth feels depressed, moody or nervous when they are offline, which goes away once they are back online.

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