A Study on the Level of Social Network Addiction Among College Students

KEYWORDS
Network, addiction, loneliness, young people

ABSTRACT
Social Networking Addiction has become increasingly debated among experts and social network users. Addiction to the internet has been treated and studied for well over a decade. With the introduction of formats that allow users to interact more often than they may have previously done, such as Twitter, Facebook, Hi5, and Fraudster, the ability to become addicted or attached to social networking sites has become more plausible. This ability to interact can be quite elevating to moods, and be more easily accelerated into addiction. Any behavior which causes the elevation of a person's mood can cause addiction. Addiction to social networking sites is highly debatable, but science has long since concluded that human nature can create an addiction out of almost every source. Does social networking addiction exist? How can such an addiction be diagnosed and treated?

In terms of usage, the results of the Parents and Teens in 2006 Survey with a random sample of 935 participants in America revealed that 55% of youths used SNSs in that year. The main reasons reported for this usage were staying in touch with friends (endorsed by 91%), and using them to make new friends (49%). This was more common among boys than girls. Girls preferred to use these sites in order to maintain contacts with actual friends rather than making new ones. Furthermore, half of the teenagers in this sample visited their SNS at least once a day which is indicative of the fact that in order to keep an attractive profile, frequent visits is necessary and this is a factor that facilitates potential excessive use. Moreover, based on the results of consumer research, the overall usage of SNSs increased by two hours per month to 5.5 hours and active participation increased by 30% from 2009 to 2010.

In accordance with the bio-psychosocial framework for the etiology of addictions and the syndrome model of addiction, it is claimed that those people addicted to using SNSs experience symptoms similar to those experienced by those who suffer from addictions to substances or other behaviors. This has significant implications for clinical practice because unlike other addictions, the goal of SNS addiction treatment cannot be total abstinence from using the Internet per se since the latter is an integral element of today’s professional and leisure culture. Instead, the ultimate therapy aim is controlled use of the Internet and its respective functions, particularly social networking applications, and relapse prevention using strategies developed within cognitive-behavioral therapies.

Definition of social network Addiction
Social network addiction usually defines addiction usually refers to compulsive behavior that leads to negative effects. In most addictions, people feel compelled to do certain activities so often that they become a harmful habit, which then interferes with other important activities such as work or school.

The practice of expanding the number of one’s business and social contacts by making connections through individuals. While social networking has gone an almost as long as societies themselves have existed, the unparalleled potential of the internet to promote such connection is only how being fully recognized and exploited through web base groups established for that purpose.

Facts Social Networking addiction is a behavioral not substance addiction. Addictions are empowered by emotional cycles. For instance, an addict is created by the need for more pleasurable feelings in their life. They then begin to feel shame or guilt, the shame and guilt (being a negative emotion) then causes them to look for more pleasure...thereby creating a cycle of addiction. Addiction is a reaction to a habitual need to act in a way to relieve stress, emotional discomfort, or levels of sadness. Looking for healthy substitutes at the onset can help avoid addiction.

Symptoms of Internet/Social Networking Addiction.
- The truth about how much time you’re online.
- Lose track of time when you’re on sites like Twitter.
- Pating your Facebook status (how you’re feeling) replaces ‘talking it out’ with friends or family.
- Sleep less, and avoid sleep regardless of fatigue, too spend time on sites like Facebook.
- Discussions (offline) tend to include your posts, or the post of others, more than conversations about the other aspects of your life.
- Have growing feelings of guilt and shame over the amount of networking use.
- Become agitated or have mood swings when you’re forced to spend periods of time away from social networks.
- Devote increased thoughts to what activities are, or could be going on, on Friendster or Twitter when you are not on them.
- Increasingly share information or become apart of online activities and discussions you KNOW are dangerous.
You define yourself, or feel inflated and deeply saddened,
You are too preoccupied with the posts of those you fol-
ou prefer interactions on social networking sites over
You spend more time socializing online, and begin to
 You create an enhanced online personality-unrelated to
your real person.
 You lie about relationships or children to encourage more
interaction online by other users.
 You spend more time socializing online, and begin to
avoid person to person interactions.
 You prefer interactions on social networking sites over
various intimacies with your partner.
 You are too preoccupied with the posts of those you fol-
low.
 You begin to lie in order to add excitement to your Face-
book and Twitter wall.
 You define yourself, or feel inflated and deeply saddened,
by the number of friends or followers you have collected.
(These are some of the most categorized symptoms of so-
cial networking addiction, though there may be many more.
Keep in mind that these symptoms may also be related to
other situation that have nothing to do with social networking
or addictions at all.)

Who's At Risk for Social Networking Addiction?
 People with prior addictions or addictive personality.
 Housewives or stay at home mothers who long for adult
interactions.
 People with little or no at home support system.
 Individuals with social phobias.
 Teens are at the highest risk due to the natural processes
of adolescent doubts and pressure.
 Those with depression or loneliness.
 Individuals with anxiety disorders.

What to Do/Finding Information
 Though Social Networking addiction has not been stud-
ied in depth; there are still resources that can help indi-
viduals with their possible addictions. Common steps to
deal with any form of addiction can be substituted in the
case of this online addiction.
 Look for healthy outlets-create diverse choices and ac-
tivities.
 Replace the addictive behavior with one that causes the
same stimulation in a healthy manner.
 Look into behavior modification exercises.
 Create a support system.
 Create a system of steps to rid yourself of the addiction.
 Seek professional help.

Psychological effects of social networking
As social networking sites have raised in popularity over the
past years, people have been spending an excessive amount
of time on the internet in general and social networking sites
in specific. This has led researchers to debate the establish-
ment of internet addiction as on actual clinical disorder.
Social networking can also affect the extent to which a
person feels lonely in a news week, article.Johannah corn-
blatt explains “social networking site like facebook and my
space may provide people with a false sense of connec-
tion that ultimately increases loneliness in people who feel
alone.

New Trends
Next door is a new private social networking site aimed at
neighbourhoods to help strength and enhance saocial sites.
This SNA will help to bring together communities since
neighbours drifted away because of the digital era.

More and more Americans are using social networking sites
as their primary sources for inform action. The percentage of
those who have used social net working sites to find news
has increased and nearly doubled, from 9 to 19 percentages
since 2010. This percentage is higher than those who get
their news from other social Medias sites, new blogs and new
pod casts

Methods and Materials.

OBJECTIVES
 To understand the socio demographic profile of the re-
pondents
 To find out the level of social network addiction among
the college students.
 “To study the level of social network addiction among
college students.”

The researcher has used descriptive research design for the
study.The universe consists of the students studying in SNG
college at Coimbatore.There are 1500 students studying in this
college The researcher used Stratified random sampling for se-
lecting samples. Stratifications were on degrees and batches.
And lottery methyd was employed to select 100 samples from
different stratificationsThe researcher used self prepared ques-
tionnaire to collect the data from the respondents.

FINDINGS
 The nearly half (46%) of the respondents belong to the
age group of 18-21
 The more than half (67%) of the respondents were under-
graduate.
 The more than half (62%) of the respondents are from rural areas.
 The majority (39%) of the respondents are having a family
income of below 5000-10000.
 The vast majority (82%) of the respondents are from nu-
clear family.
 The more than half (57%) of the respondents are having
1-4 members in their family.
 The more than half (76%) of the respondents are staying with their parents.
 The vast majority (84%) of the respondents have been
inspired by their friends for using the social network for the
first time.
 The more than half (70%) of the respondents spend less
than 100Rs for social network services.
 The vast majority (88%) of the respondents spend less
than3hrs for chatting per day.
 The majority (73%) of the respondents start using social
network below 2yrs.
 More than half (57%) of the respondents grades are af-
ected in college because of the amount of time they
spend they spend for chatting.
 More than half (55%) of the respondents often stay online
longer than they intended.
 Very few (35%) of the respondents always aware about the
consequences of long time chatting in social network.
 Majority (60%) of the respondents do not fear their life
without chatting would be boring, empty and joyless.
 Majority (63%) of the respondents don’t lose sleep due to
late night chatting.
 Nearly half (47%) of the respondents don’t feel that wasting
money and time after long time chatting in social network.
 As per this study 98% of the respondents were addicted
with social network chatting at medium level.

CONCLUSION
The social network is not an enemy just because people be-
came dependent on it. Over the past years social media and
its rises in popularity have come under scrutiny. Using tech-
nology and media was not only to and be a habit, but an ad-
diction of sorts. Students were describing feelings of anxiety
caused by their lack of connection. Studies show that addic-
tion to the social network reduces the ability to concentrate
in his academic degradation.

We conclude from the study that various aspects such as sex,
source of motivation, amount spent per month, primary
mode of accessing social network and time spent per ses-
sion have had an influence over addiction of social network
in students.
Webley K (2011). It’s Time to Confront Your Facebook Addiction. Time Inc, New York, NY, USA.
Kuss DJ, Griffiths MD. (2011) Internet gaming addiction: A systematic review of empirical research. Int J Ment Health Addict.
The Nielsen Company (2010). Global Audience Spends Two Hours More a Month on Social Networks than Last Year. The Nielsen Company; New York, NY, USA.
Cohen E. (2009) Five Clues that you are addicted to face book. CNN Health, Atlanta, GA, USA.
Hafner K (2009). To Deal with Obsession, Some Defriend Facebook. The New York Times Company; New York, NY, USA.
Young K. (2009) Facebook Addiction Disorder? The Center for Online Addiction; Bradford, PA, USA.
Revoir P. (2008). Facebook to Blame for “Friendship Addiction”. Associated Newspapers Ltd, London, UK.
Griffiths M (2000). “Internet addiction—Time to be taken seriously”? Addict Res.;8:413–418.
Young K. (1999); “Internet addiction: Evaluation and treatment”. Student Brit Med J.;7:351–352.