Internet Addiction: A Study on usage and Perception of Social Networking Sites among University Students

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Abstract—*This study investigates the various social networking sites the students have access to and to find out how often the students go online. Along with these objectives the most important aim was to study the way students perceive social media and examine the role of age and gender on the perception of Social networking sites (SNS).The sample was selected from Utkal University, Bhubaneswar, Odisha. A total of 70 students were taken, out of which 37 were female and 33 were male in the age range of 20 to 24 years. The sample was taken from different disciplines like arts, science and commerce. The statistical design used for the study involved survey method and 2X2 factorial design. Two questionnaires were used for the study, the first one was a survey research oriented structured questionnaire to find out the involvement of the university students in various social networking sites. The second questionnaire was meant to examine the perception of social media among university students. Research outcome indicates that students irrespective of the disciplines they belong are often immersed in, and are heavy users of social media. It also revealed that the differentiating factors like age and gender don't have any significant role in the perception of social media among the students of Utkal University.*

Keywords: *Social networking sites, Perception of social media.*

1. INTRODUCTION

Media (the singular form of which is **medium**) is the collective communication outlets or tools that are used to store and deliver information and data, Such as communication media are television, radio, cinema, newspapers, magazines, and internet-based sites. The internet is arguably one of the most effective tools in media for communication. Such Internet tools are G-mail, E-mail, Twitter, Facebook, Myspace, what's App, have brought people closer together and created new online communication.

Over the past few year's social media or social networking sites (SNS) have been more popular than any other sites, especially among students and young population. SNS allow individuals to be visible to others and establish or maintain connections with others. These sites can be used for work-related issues, personal issues, romantic relationships, and shared interests such as music, arts, sports, or politics.

1.1 Social media perception by students

Social Perception is the study of how people form impressions of and make inferences about other people. Positive perceptions obtained from users of social networking sites i.e. effective learning which has resulted in an easy learning climate among students (Mazer, et al., 2010). In a study conducted by (Keenan and Shirii, 2009) they explored how social networking sites encourage friendliness through the use of Facebook, Twitter and LinkedIn. The study concluded that numerous approaches can be used to encourage amiability among students which leads to a positive effect from SNSs user's point of view. In a study conducted by (Mazer et al., 2007) concluded that Facebook networking site is used by students more frequently and also faculty members. Recent data obtained from Facebook through there spokesperson, showed that approximately 297,000 users are university faculty members, although there are pros and cons in each case.

2. RATIONALE

The popularity of social media has grown expediently. Gone are those days when events happen and it stays a while before people begin to hear about it. But now, through social media, events and news are now known within splits second after they are shared. It offers youths a channel for entertainment, communication, and meeting friends and those you've not seen for a long time.

The study was set to examine how new ideas are spread among people through media. It seeks to explain how, why and at what rate social media is accessed among youths. Adoption of a new idea, behaviour, or product does not happen simultaneously in a social system; rather it is a process where some people are more apt to adopt the innovation than others. So there is a need to know how popular social media is among the masses and its perception among the users.

The present study seeks for an understanding why and how people actively seek out specific media to satisfy specific

needs. It discusses how users deliberately choose media that will satisfy their needs and allow one to enhance knowledge, relaxation, social-interaction, diversion or escape. Because the needs are determined by who or what they are, and people use the mass media for the purpose of gratifying these needs ,the motive of this study is to find out differences in the usage and perception of social media among youth masses. The paper aims to understand the practice, implication and importance of social networking sites among university students.

3. OBJECTIVES OF THE STUDY

The study has the following objectives. They are:

1) To find out the various social networking sites the students had access to.

2) To find out how often the students go online.

3) To determine how many hours the students spend in social networking activities.

4) To find out if age and gender has any significant role in the perception of social networking sites.

4. METHOD OF STUDY

4.1. Statistical Design

The present study follow two research designs, the first one followed survey method which consists of a structured questionnaire to find out the involvement of university students in various social networking sites. The second design follow 2 X 2 factorial research design to find out the role of age and gender on perception of social networking sites. The first structured questionnaire was used to assess the first three research objectives and second questionnaire was used to assess the fourth objective to examine the perception of social networking sites among university students.

4.2. Sample

The study sample consisted of70 students of Utkal University. 37 female and 33 male were purposively collected from 20 to 24 ages. The samples were taken from different departments like arts, science and commerce.

4.3. Instrument

The first instrument used in the study was a demographic questionnaire. A total number of twenty (20) items were draw and administer to the response. They were divided into two sections, one section A for the demographic information like gender, age, education, and department, type of students and uses of device. The second section B answers for the research question.

The second instrument was a social media questionnaire developed to measure the perception of social media. The variables were measured by 5 point Likert scale. Where positive score '0' for never, '1' for rarely, '2' for some time,

'3'for often, '4' for all most always, and negative score '4' for never, '3' for rarely, '2' for some time,' 1' for often, '0' for all most always. The questionnaire followed 28 items.

4.4. Procedure

The data were collected by using the questionnaires. A purposive sampling was done which consisted of 33 male and 37 female from Utkal University, Bhubaneswar belonging from different departments. After initial contacts were made, rapport was established with the students concerned. The purpose of the research work was explained to them and respondents were also elaborated about the question tools used. Direct instructions were given by the researchers. The questionnaires were individually administrated on the respondents. The responses of the respondents on the questionnaire were recorded. The data were collected over a period of 15 days. After data collection, obtained data were coded and analysed by using appropriate statistical method.

5. RESULT

Table 1: Demographic characteristics of the sample

Variables	Number	Percentage
Gender		
Male	33	47.1%
Female	37	52.8%
Age		
20-22	31	44.2%
22-24	39	55.7%
Educational level	36	51.4%
40-60	24	38.5%
60-80	10	14.2%
80-100		
Department		
Arts	37	52.8%
Science	19	27.1%
Commerce	14	20.1%
Type of students		
Full-time	63	90%
Part-time	7	10%
Owe device		
Computer	33	47.1%
Cell-phone	68	97.1%
Tablet	6	8.5%

From the above table, 33 (47.1%) are male, and 37 (52.8%) are female. 31 (44.2%) are from 18 to 20 age group students, 39 (55.7%) are from 22 to 24 age group. The educational level of 36 (51.4%) under the 40-60 percentage, and 24 (38.5%) are under the 60-80 percentage, and 10 (14.2%) are under the 80-100 percentage. 37(52.8%) are from the arts department, 19 (27.1%) are from science department, and 14 (20.1%) are from commerce department. 63 (90%) are full time students, 7 (10%) are part time students. 33 (47.1%) have own computer, 68 (97.1%) have own cell phone, and 6 (8.5%) have own tablet.

Table 2: Involvement with social networking sites.

Variable	Number	Percentage
Use internet		
Yes	70	100%
No	0	0%
Aware of SNA		
Yes	70	100%
No	0	0%
What SNS they are aware of		
Face book	70	100%
Twitter	41	58.5%
What's app	70	100%
g-mail	70	100%
Other(Line, Hike MySpace, Instagram)	40	57.1%
Have Account with		
Face book	65	92.3%
Twitter	20	28.5%
What's app	50	71.4%
g-mail	57	81.4%
Other(Line, Hike, MySpace, Instagram	10	14.2%
site preference		
Face book	45	64.2%
Twitter	3	4.2%
What's app	34	48.5%
g-mail	20	28.5%
Other(Line, Hike, MySpace, Instagram	5	7.1%
Preference reasons		
Faster	38	54.2
Cheap and reliable	30	42.6
Open multiple page	16	22.8
Good reception	10	14.3
Other	3	4.2
Non preference reasons		
Time consuming	22	31.4%
Expensive	10	14.2%
Addictive	37	52.3%
Don't like	3	4.2%

From the above table, 70 (100%) are use internet, 0 (0%) are not use internet.70 (100%) are aware of social media, 0 (0%) are not aware of social media. 70 (100%) are known face book, 41 (58.5%) are known about twitter, 70 (100%) are know what's app, 70 (100%) are known g-mail, and 40 (57.1%) are known about other social media. 65 (92.3%) have account with face book, 20 (28.5%) have account with twitter, 50 (71.4%) have account with what's app, 57 (81.4%) have account with g-mail.10 (14.2%) have account with other social networking. 65 (64.2%) are prefer for face book, 3 (4.2%) are prefer for twitter, 34 (48.5%) are prefer for what's app, 20 (28.5%) are prefer for g-mail, 5 (7.1%) are prefer for other social networking site. 38 (54.2%) are prefer for faster. 30 (42.6%) are prefer for it is cheap and reliable, 16 (22.8%) are prefer for it is open with multiple pages, 10 (14.3%) are prefer for good reception, 3 (4.2%) are prefer for other. 22 (31.4%) are said it is time consuming, 10 (14.2%) are said it is expencive.37 (52.3%) are said it is addictive nature, 3 (4.2%) are said they just don't like it.

Table 3: Frequency of SNS access and the place of surfing internet.

Variables	Number	Percentage
How often go online	18	25.7%
Very often	30	42.8%
Often	12	17.1%
Not very often	10	14.2%
Not often		
Time spend on SNS(in hours)	19	27.8%
1 hour	11	15.7%
2 hour	28	40.1%
4 hour	22	25.7%
6 hour		
Where do they browse	49	70.1%
Home	20	28.5%
Cafe	50	71.4%
College	2	2.8%
Others		

From the above table, 18 (25.7%) go online very often, 30 (42.8%) go online often, 12 (17.1%) go online not very often, 10 (14.2%) go online not foten.19 (27.8%) are spend 1 hour per a day, 11 (15.7%) spend 2 hour per a day.28 (40.1%) are spend 4 hour per a day. 22 (25.7%) spend 6 hour per a day. 49 (70.1%) browse at home, 20 (28.5%) browse at cafe.50 (71.4%) browse at college, 2 (2.8%) browse at other place.

Table 4: Purpose for use

Variables	Number	Percentage
Purpose for use		
Education	52	82.8%
Sports and news	32	45.7%
Entertainment	47	67.1%
Information	39	14.2%
Chatting	50	80.1%
Pornography	10	14.2%
Other	10	14.2%

From the above table, 52 (82.8%) used SNS for education, 32 (45.7%) used for sports and news, 47 (67.1%) used for entertainment, 39 (14.2%) used for information, 50 (80.1%) used for chatting, 10 (14.2%) used for pornography, and 10(14.2%0 are used for other.

Table 5: Impact of social networking sites on students

Variables	Number	Percentage
Has Impact on them		
Yes	50	71.4%
No	20	28.5%

How it influenced		
Positively	46	65.7%
Negatively	14	20%
No response	10	14.2%

From this table, 50(71.4%) said yes, 20(28.5%) said no. 46(65.7%) are positively influenced, and 14(20%) negatively influenced by SNS, while 10(14.2%) gave no responses.

Table 6: Group mean and standard deviation of male and female young and middle youth.

Variable PSNS		Male		Female	
		Young youth	Middle youth	Young youth	Middle Youth
	M	67.38	70.42	62..42	67.89
	SD	10.45	14.53	8.03	10.23

Table 7: Summary of ANOVA for perception of social networking sites.

Source	Sum of squares	df	Mean squares	f	Sig
Gender	238.938	1	238.938	1.836	.180
Age	309.959	1	39.959	2.382	.128
Gender*age	24.855	1	24.855	.191	.664
Error	8588.111	1	130.123		
Total	9131.271	69			

From table 6 it is evident that mean perception score of male young and middle aged youth are 62.43 and 67.89 respectively. Their standard deviation is 8.03 and 10.23 respectively. Similarly the group mean of young and middle youth female on perception of social media are 67.38 and 70.42, respectively with standard deviation 10.45 and 14.53. From table 7 it is observed that the main effect of neither gender (f=1.836, df=1,69, p<.05) nor age (f=2.382, df=1,69, p<.05) is significant. The gender X age interaction effect is not significant. (f=.191, df=1.69, p<.05). The result suggests that both boys and girls perceive the social networking sites in a similar way, which is same as the study of Lisa L. Raper(2015).

6. DISCUSSION

In this section, the data collected from survey on the topic "INTERNET ADDICTION: A Study on usage and perception of social networking sites among university students" is discussed. Reponses to answers on the research questions are discussed below.

The demographic characteristics of the sample collected is like this- 33 (47.1%) are male, and 37 (52.8%) are female. 31 (44.2%) are from 18 to 20 age group students, 39 (55.7%) are from 22 to 24 age group. The educational level of 36 (51.4%) under the 40-60 percentage, and 24 (38.5%) are under the 60-80 percentage, and 10 (14.2%) are under the 80-100 percentage. 37(52.8%) are from the arts department, 19 (27.1%) are from science department, and 14 (20.1%) are from commerce department. 63 (90%) are full time students, 7 (10%) are part time students. 33 (47.1%) have own computer, 68 (97.1%) have own cell phone, and 6 (8.5%) have own tablet.

Involvement with social networking site.

The aim of this research question was to find out the various social networking sites, in which the students of Utkal University were involved.

The first research question regarding the involvement with SNS among University students gave the picture which is like this- 70 (100%) are use internet, 0 (0%) are not use internet.70 (100%) are aware of social media, 0 (0%) are not aware of social media. 70 (100%) are known face book, 41 (58.5%) are known about twitter, 70 (100%) are know what's app, 70 (100%) are known g-mail, and 40 (57.1%) are known about other social media. 65 (92.3%) have account with face book, 20 (28.5%) have account with twitter, 50 (71.4%) have account with what's app, 57 (81.4%) have account with g-mail.10 (14.2%) have account with other social networking. 65 (64.2%) are prefer for face book, 3 (4.2%) are prefer for twitter, 34 (48.5%) are prefer for what's app, 20 (28.5%) are prefer for g-mail, 5 (7.1%) are prefer for other social networking site. 38 (54.2%) are prefer for faster. 30 (42.6%) are prefer for it is cheap and reliable, 16 (22.8%) are prefer for it is open with multiple pages, 10 (14.3%) are prefer for good reception, 3 (4.2%) are prefer for other. 22 (31.4%) are said it is time consuming, 10 (14.2%) are said it is expencive.37 (52.3%) are said it is addictive nature, 3 (4.2%) are said they just don't like it.

In the university, all most all are aware and use SNS. All of the students' use face books more than other social networking sites. As all of them have a smart phone so they all have access to what's app. The students also have accounts in other social networking sites. Most of students prefer face book and what's app because it is faster, cheap and alsoreliable and these sites have good reception and these are open with multiple pages. The reasons, for not preferring other sites mainly are, the time consumption, expensiveness and addictive nature of the sites.

The findings above showed that all of the students of Utkal University are aware of social networking sites and frequently use the internet. The finding supports the study of MohamedHaneefa K. and Sumitha E. (2011) on Use of Social Networking Sites by the Students of Calicut University.

Frequency of SNS access and the place of surfing internet.

Second and third research questions were related to the time they spent on SNS and the frequency of using internet, which is reflected on table 3 that, 18 (25.7%) are go online very often, 30 (42.8%) are go online often, 12 (17.1%) are go online not very often, 10 (14.2%) are go online not foten.19 (27.8%) are spend 1 hour per a day, 11 (15.7%) are spend 2 hour per a day.28 (40.1%) are spend 4 hour per a day. 22 (25.7%) are spend 6 hour per a day. 49 (70.1%) are browse at home, 20 (28.5%) are browse at cafe.50 (71.4%) are browse at college, 2 (2.8%) are browse at other place.

From the findings above, it is obvious that majority of the students prefer to browse in college than in other places as shown in table 3. The study also shows that the reason students mostly go online are education and to have a chat as shown in table 4. The findings also reveals that students spend a very long time on social networking activities onlineas shown in table 3.This finding received the support of Nicole E. Hurt (2012). A study on the effect of social media on students in which the researcher found out that students go for various social networking sites social interaction among themselves.

Purpose for using SNS

It describes the purpose for using SNS among the students in Utkal University, 52 (82.8%) used for education, 32 (45.7%) used for sports and news, 47 (67.1%) used for entertainment, 39 (14.2%)used for information, 50 (80.1%) used for chatting, 10 (14.2%) used for pornography, 10(14.2%) are used for other.

From the findings above, it is clear that most of students are using internet for the purpose of study, after then they are using internet for chatting with friends and family members in social media networking system. This finding received the support of SanusiRufaiBuhari(2013). Result revealed that boys are getting more involved in seeing pornography video than girls.The findings on the Impact of social networking sites on students shows that 50(71.4%) yes SNS has an impact on them, whereas 20(28.5%) said no SNS had not influenced them anyway. 46(65.7%) said that SNS has positively influenced them, in the other hand 14(20%) said they were negatively influenced by SNS, and 10(14.2%) had no response on this specific question.

From the result finding, it is clear that social networking sites has an impact on students but they are influenced by SNS in a more positive way. This finding received the support of Sanusi Rufai Buhari and Gambo Ibrahim Ahmad (2014).

The last but the most important and enthusiastic question was regarding, if age and gender has any significant role in the perception of social networking sites. It suggested there is no significant difference in their perception of SNS and also the usage is almost similar among boys and girls in the given two age groups.

7. CONCLUSION

This study has demonstrated that a great number of students of Utkal University are aware of the social media and had access to various social networking sites. The students of the University often go online for various social networking activities. A great amount of time is spent on social networking sites is for education, information and others activities. Findings also indicated that they are influenced to a great extent by the social media positively because their attentions are focused on education and information. So they have a positive perception towards Social Networking Sites. Finally the study found that there is no gender difference in the perception of social media.

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