

Literature Review: Social Media Addiction Among Teens

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Literature Review

In this fast-paced, technologically advanced world, Social media has become an inevitable need of our life to stay connected with the world. Millions of individuals around the globe spend tens of hours daily to stay connected to the world. Sometimes, the boundaries between a healthy and obsessive use of social media get blurred, resulting in an addiction to these virtual platforms. This paper will evaluate the global trends observed in social media addiction among teens to identify the precursors and consequences of SNS addiction to explore the potential solutions that can help minimize the harmful impacts of social media addiction prevalent among teenagers.

A study conducted by Yu Lu along with Lei Shek (2013) titled, "Internet addiction in Hong Kong adolescents: A three-year longitudinal study" explored the prevalence of social media addiction prevalent in Hong Kong high school students for three years. Using "internet addiction test," "Chinese Positive Youth development scale," and "Chinese family assessment instrument," the findings reported that 78% of the high school students were found to be highly addicted to the use of Social media platforms. Mark D. Griffiths and Daria J. Kuss (2017) also explored social media addiction in their article, "Adolescent social media addiction (revisited)" among teens in a broader perspective. Instead of restricting their study to one or specific platforms, they directed their focus to the broadening scope of social media websites and their impact on the lives of individuals. They briefly overviewed some of the reasons behind social media addiction and potential issues among adolescents as a consequence of social media addiction. They identified in their paper the use of social media as a "cultural norm" of today's world where it is "it impossible to imagine life without being connected" (Griffiths & Kuss, 2017). The statistics highlighted by the authors revealed that there 80% of social media usage was through mobile phone, asserting that the ease of access to the platforms contributes to the addiction of social media platforms.

Extending on Kuss and Griffith's approach, Bunglass (2017) with his fellow researchers connected the addiction with social media, in his research "Motivators of online vulnerability: The impact of social network site use and FOMO", with the "fear of missing out" (FOMO) (the need to always stay connected virtually to avoid being alienated by the society) (Buglass et al., 2017). Using the findings from the data collected from 506 UK based Facebook users through "Structural Equation Modelling", Buglass explored the "no mobile phone phobia" (NOMO), in comparison to FOMO, if the teenagers are restricted access to the social media platforms. The findings highlighted by Bunglass also reflect a relationship between the decreased self-esteem with excessive social media use, perpetuated by the FOMO. The correlation between FOMO and NOMO, as identified by the authors, also reflects that people experience "anxiety" when the phone is not available to them.

Continuing with Bunglass findings, to understand the possible factors behind social media addiction among adolescents, Jamal J. Al-Menayes (2015) conducted a detailed study using the self-administered distribution of the questionnaire distributed among the students of Kuwait University. In his paper, "Dimensions of social media addiction among university students in Kuwait", the focus of the research included the identification of multiple factors that lead to social media addiction, the correlation between them and their possible impact on the academic performance of the students. By collecting detailed evidence from 1327 samples collected over four months, the findings reflected that 99% of the participants used social media, where 58% of the participants used social media for connecting with individuals across the globe. The use of social media was found to bring interpersonal satisfaction as well as satisfy FOMO (Fear of missing out). The popular among youngsters, as indicated by the survey included WhatsApp (50%), Instagram (26%) and Twitter (23%), where 68% of individuals spend more than 8 hours

daily on average. The mean of 4.0 on the scale of 5 was observed when asked of their level of satisfaction derived from social media. In correlation, the findings revealed that "the effect social media addiction has on real-life outcomes a student's GPA was regressed on all addiction" (Al-Menayes, 2015). In conclusion, SMA (Social Media Addiction), personal satisfaction, productivity level observe an inverse relationship between each other.

In addition to Al-Menayes, Ajewole Olaniyi Olowu, and Fasola Omobolanle Seri (2012), in their paper titled "A Study Of Social Network Addiction Among Youths In Nigeria", also conducted a detailed study to identify the correlation between forming interpersonal connections through social media and in return, getting addicted to it. Similar to Al-Menayes, Olowu and Seri also utilized a quantitative method (questionnaire) to conduct their research. The sample was distributed among eight higher institutes of Oyo state, Nigeria. The findings in social media addiction among the students of Nigerian high education institutes was found similar to that of Kuwait. The participants were varying between 16 to 30 years of were found to "spend an inordinate number of hours on social networking sites" (Olowu & Seri, 2012). Majority of the participants accepted that they use social media sites to update their profiles and catch up with their connections. The participants acknowledged the lack of productivity in their lives following the excessive use of social media but also reported feeling agitated, anxious, depressed if they were "not able to access their social networks at least twice daily" (Olowu & Seri, 2012). The intersections observable in the two above mentioned researches reflect a parallel trend in use, reasons and implications of social media observed across the globe.

Continuing with the discussion above, in analyzing the negative the consequences upon the mental health of social media addicts, Luca Cerniglia (2019) in contribution with her colleagues observed that Social Media Addiction (SMA) was "related to comorbid disorders and impulsivity

especially in adolescents" (Cerniglia et al., 2019). In her paper entitled, "A latent profile approach for the study of internet gaming disorder, social media addiction, and psychopathology in a normative sample of adolescents", she used the latent profile analysis (LPA) on 643 participants, with the average age of participants being 16 years to explore the connection between social media and mental health of its users. Cerniglia identified that Bergen Social Media Addiction (salience, mood modification, tolerance, withdrawal, conflict, and relapse), Barratt Impulsiveness Scale for Adolescents, Depression, Anxiety, Hostility, Phobic Anxiety, Paranoid Ideation, and Psychoticism (Cerniglia et al., 2019) were some of the commonly found disorders among the social media addicts.

A similar study by Kağan Kırcaburun (2016) titled "Self-Esteem, Daily Internet Use and Social Media Addiction as Predictors of Depression among Turkish Adolescents", sketched a relationship between social media addiction and self-esteem issues among Turkish adolescences. Utilizing the "Rosenberg Self-esteem Scale", the researcher evaluated the influence of self-esteem issues generated by addiction to social media as promoters of anxiety and depression among young teens. The findings revealed that there existed a "Significant relationships between depression, self-esteem, daily internet use and social media addiction" (Kırcaburun, 2016). However, taking in consideration the diversity of results followed by the interaction of multiple other social, personal and environmental factor (socio-demographic) interacting with the individuals, the researcher, Kiracaburun, call for the need of further comprehensive research that addresses the gaps and irregularities of the results obtained.

Reflecting on the studies highlighted, there is a need to spread awareness and to distinguish between social media use and social media addiction. In this regard, Daria J. Kuss and Mark D. Griffiths (2017), in their research "Social Networking Sites and Addiction: Ten Lessons Learned"

aimed to developed strong insights concerning nature and variance in the use of social media across the globe to understand the parameters and clinical solutions, as means to address social media addiction prevalent among teenagers. Through a qualitative analysis, Kuss and Griffiths identified the flexibilities and diversity in the use and access to social media platforms. Through their findings, they established that "social networking and social media usage is not the same" (Kuss & Griffiths, 2017) and that there are multiple factors including FOMO, that contribute to the social media addiction. Aligning with Kircaburun's findings, Kuss and Griffiths also concluded that an updated analysis that takes into consideration the socio-demographic differences in SNS addiction would help in adopting better solutions for the reversion of social media addiction.

In conclusion, the researches mentioned above reveal that the addiction to social media is directly proportional to the increased self-esteem and anxiety issues among the adolescences and the young-adults. The approximate similar findings from different regions of the world, including Nigeria, Turkey, Hong Kong and Kuwait reveal that the trend of increased social media addiction observes a similar trend across the globe. However, the coherent study evaluating the socio-demographic differences to analyze the potential risk factors involved with social media addiction still need to be addressed. Understanding the socio-cultural background of individuals will aid in the adoption of possible solutions to minimize SNS addictions among teens.

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