SOCIAL NETWORKING ADDICTION AMONG THE COLLEGE LEVEL STUDENTS

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ABSTRACT:

Now -a-days, Mobile phone become an integral part of everyday life and it has become a toy in hand of every human being. Also the evolution of the internet and its applications has led to a notable increase in concern about social networking sites like facebook, twitter, Instagram etc. The college level students are using mobiles and spending time with various social networking sites and applications. Social networking Addiction is the excessive and compulsive use of social networking sites and applications like facebook, WhatsApp, twitter, Instagram etc. Here, the investigators aimed to measure the Social Networking Addiction of college level students with a standardized test and explore the pattern and differences among total sample and sub-samples with their social networking addiction. The results show the significant differences among male and female, Hindu and Muslim, students of different parents' occupation, students of education and chemistry subjects and the student belonging to the community of OBC-A and OBC-B.

Key words: Mobile phone, Internet, Social Networking Sites, Social Networking Addiction.

INTRODUCTION

Everybody in the society lives as a community and human being is a social animal says Aristotle. Social Networking Sites (like Facebook, Twitter, Instagram) are integrated into everybody's life (Beer, 2008). Man cannot live without society. Family is the first place for learning to be in the group. Groups also extend to school, college, work place, playground etc. In recent years, new relationship started with the arrival of manmade machines called computer and internet. People talk, share and exchange their joys, sorrows, day-to-day

happenings, education, relationship etc. with the help of Mobile phone, ipad, tablet and personal computer through online Social Networking Sites.

Earlier we had day-to-day relationship with our family members, friends, colleague and neighbours. We shared many things with our neighbours through inter personal contacts. Our relationship was within the house and village and known people. But later when people were educated and culture started a new dimension. People moved from village to town and started to live in different places and localities for their sustenance and job. Their communication and contact with each other attained a paradigm shift from personal communication. People were forced to use letters, telephones, e-mails and SMS invention for communication. Due to all these inventions, the world has shrunk into a global village.

SOCIAL NETWORKING AND SOCIAL NETWORKING ADDICTION

A social network is the network of people. People within these networks are connected when they have any certain relationship together (Haythornthwaite, 1996). In the past decade, Social Networking Sites have become a main stream cultural phenomenon (Boyd and Ellison, 2007)4. They have proved useful for everything from keeping in touch with friends to dating; research collaboration, education and political activism. SNS have quickly diffused around the world. Different from other online communities, SNS is the first application in which people can explicitly articulate their social networks (Rau et al., 2008). The number of SNS has dramatically increased in recent years (Kwon & Wen, 2010).

SNS are a type of virtual community which has gained enormous popularity. These sites have won over the hearts of all people regardless of age, colour and creed. Social Network Sites emerged as a form of online communities during the outbreak of Social Web. The Internet has brought different types of information sharing systems, including the Web. Recently, online social networks have gained significant popularity and are now among the most popular sites on the Web. Due to the growth of new social software applications such as instant messaging, blogs, wikis and a variety of social networking services, today people can connect and interact through activism. SNS have quickly diffused around the world. Different from other online communities, SNS is the first application in which people can explicitly articulate their social networks (Rau et al., 2008). The number of SNS has dramatically increased in recent years (Kwon & Wen, 2010).

OBJECTIVES OF THE ARTICLE

1. To measure the Social Networking Addiction of college level students.

2. To explore the pattern of the college level students according to their Social Networking Addiction.

3. To explore the differences of the students of college level among total sample and sub-samples with their Social Networking Addiction.

ASSUMPTIONS

1. It was assumed that the Social Networking Addiction of college level students is measurable through a standardized test.

2. It was assumed that the pattern of the students of college level can be explored by their Social Networking Addiction scores.

3. It was assumed that there are some differences among the students in their Social Networking Addiction.

NULL HYPOTHESES

1. There would be no significant mean difference between male and female students of the college level in terms of their social networking addiction.

2. There would be no significant mean difference between Hindu and Muslim students of college level in terms of their social networking addiction.

3. There would be no significant difference among the students of different departments of college level in terms of their social networking addiction.

4. There would be no significant difference among the students of different community in terms of their social networking addiction.

5. There would be no significant difference among different parents' occupation students of college level in terms of their social networking addiction.

METHODOLOGY

In order to achieve the objectives of the paper, the empirical study was conducted to measure and assess the social networking addiction of the students of college level through utilization of survey method.

Variables

The social networking addiction of college level students was considered as the dependent variable and student's gender, department, community and their parents' occupation were considered as independent variables.

Tools Used

The Social Networking Addiction Scale (SNAS) developed and standardized by the investigators to measure the Social Networking Addiction of college level students. The scale was five points Likert type scale with six dimension namely communication, passing time, entertainment, social relationship, self-identity, social networking skills.

Sampling

The investigators selected the UG level students of nine (09) department or subject of Under-graduation level from Raiganj University through random sampling who are studying honours subjects. The total sample of the study was formed of 329 students three arts, three language and two science departments namely Education, History, Geography, Philosophy, English, Bengali and Sanskrit respectively.

ANALYSIS AND INTERPRETATION OF THE DATA

The datum was analysed statistically through 't' test to find out the significance mean difference among total sample of sub-samples. The analysis was made through testing the hypotheses as bellow:

^{0}H$_1$: There would be no significant mean difference between male and female students of college level in terms of their social networking addiction.

Table 1: Showing '*t*' value of social networking addiction of male and female students of college level.

	Independent Samples Test				
	t-test for Equality of Means				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**
Social Networking Addiction	-2.950	327	.002	5.551	1.779
	3.161	319.91	.002	5.551	1.756

Table 1 shows that the t value (t = 3.121, df = 327, p < 0.01) of male and female groups of social networking addiction is significant and the null hypothesis is rejected. Hence, it may be interpreted that there is a significant difference between male and female students of undergraduate college in terms of their social networking addiction.

[0]**H₂:** There would be no significant mean difference between Hindu and Muslim students of college level in terms of their social networking addiction.

Table 2: Showing 't' value of social networking addiction of Hindu and Muslim students of college level

			Independent Samples Test		
	t-test for Equality of Means				
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**
Social Networking Addiction	-2.950	327	.003	-5.705	1.934
	-2.675	153.338	008	-5.705	2.133

Table 2 shows that the t value (t = -2.95, df = 327, p > 0.01) of Hindu and Muslim groups of social networking addiction is significant and the null hypothesis is rejected. Therefore, it may be interpreted that there is a significant difference between Hindu and Muslim students of undergraduate college in terms of their social networking addiction.

[0]**H₃:** There would be no significant mean difference between the students of different departments in terms of their social networking addiction.

Table 3: Showing *F value* of Social Networking Addiction of different departments of the students of college level.

	ANOVA Social Networking Addiction				
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5117.801	8	639.725	2.488	.012
Within Groups	82280.411	320	257.126		
Total	87398.213	328			

Table 4: Showing group comparisons of Social Networking Addiction of different departments those had significant values.

	(I) Department	(J) Department	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Education	Bengali	9.422	3.651	.199	-1.98	20.83
		English	9.642	4.444	.428	-4.24	23.52
		Sanskrit	5.553	3.676	.850	-5.93	17.03
		History	6.444	3.894	.773	-5.72	18.61
		Philosophy	7.700	4.254	.675	-5.59	20.99
		Geography	5.293	3.651	.877	-6.11	16.70
		Physics	12.110	4.297	.114	-1.31	25.53
		Chemistry	16.783*	4.391	.005	3.07	30.50
	Chemistry	Bengali	-7.361	3.934	.634	-19.65	4.92
		English	-7.141	4.679	.843	-21.75	7.47
		Sanskrit	-11.231	3.957	.109	-23.59	1.13
		Education	-16.783*	4.391	.005	-30.50	-3.07
		History	-10.340	4.160	.243	-23.33	2.65
		Philosophy	-9.083	4.499	.531	-23.13	4.97
		Geography	-11.491	3.934	.088	-23.78	.80
		Physics	-4.673	4.539	.983	-18.85	9.50
*. The mean difference is significant at the 0.05 level.							
(Shown only the departments those had Significant values)							

Table 3 shows that F value (F= 2.48, df = 8, 320, p < 0.05) of Social Networking Addiction of different departments are significant. Besides, the further analysis of the ANOVA (Tukey HSD) as presented in the Table 4, it is evident that only the Chemistry and Education department shows significant result, which indicates that only the students of these departments have significant difference. Hence, the null hypothesis ($^0H_3$) will be rejected and it may be interpreted that there is a significant difference among the students of Chemistry and Education departments in terms of their Social Networking Addiction. All the other departments have no significant difference.

^{0}**H$_4$:** There would be no significant difference among different community of college students in terms of their Social Networking Addiction.

Table 5: Showing f value of Social Networking Addiction of different community.

	Sum of Squares	df	Mean Square	F	Sig.
ANOVA **Social Networking Addiction**					
Between Groups	3384.064	4	846.016	3.263	.012
Within Groups	84014.149	324	259.303		
Total	87398.213	328			

Table 6: Showing community wise group comparison of Social Networking Addiction.

	(I) Community	(J) Community	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Multiple Comparisons Dependent Variable: Social Networking Addiction							
Tukey HSD	OBC-A	Gen	6.095	3.255	.334	-2.83	15.02
		SC	8.393	3.385	.098	-.89	17.68
		ST	13.905	6.431	.197	-3.74	31.55
		OBC-B	13.280*	4.129	.012	1.95	24.61
	OBC-B	Gen	-7.186	3.123	.147	-15.75	1.38
		SC	-4.887	3.259	.563	-13.83	4.05
		ST	.625	6.365	1.000	-16.84	18.09
		OBC-A	-13.280*	4.129	.012	-24.61	-1.95
*. The mean difference is significant at the 0.05 level.							
(Shown only communities those had Significant values)							

Table 5 shows that F value (F= 3.263, df=324, 4, p < 0.01) of social networking addiction among the students of different community are significant. It was also found from the table 6 that the OBC-A and OBC-B group of students shows a significant Tukey HSD value. Hence, the Null Hypothesis (^{0}H$_4$) will be rejected and it may be interpreted that there is a significant difference of students belonging to the OBC-A and OBC-B community in terms of their Social Networking Addiction.

^{0}H$_5$: There would be no significant difference among different parents' occupation students of college level in terms of their Social Networking Addiction.

Table 7: Showing f value of Social Networking Addiction of different parents' occupation of the students of college level.

	ANOVA Social Networking Addiction				
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1183.903	2	591.952	2.238	.108
Within Groups	86214.310	326	264.461		
Total	87398.213	328			

Table 7 shows that the F value (F = 2.238, df = 326, 2, p. > 0.05) of Social Networking Addiction of the students from different paternal occupation which is statistically not significant and the Null Hypothesis (^{0}H$_5$) will be accepted. Hence, it may be interpreted that there is no significant difference among the students from different paternal occupation in terms of their Social Networking Addiction.

Main Findings

1. There is a significant difference between male and female students of college level in terms of their social networking addiction.

2. There is a significant difference between Hindu and Muslim students of college level in terms of their social networking addiction.

3. There is a significant difference among different parental occupation wise students of college in terms of their social networking addiction.

4. There is a significant difference among the students of Chemistry and Education departments in terms of their Social Networking Addiction.

5. There is a significant difference of students belonging to the OBC-A and OBC-B community in terms of their Social Networking Addiction.

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