Deanship of Scientific Research

Youth Attitudes Towards the Effects of Social Media Addiction A Study on University Students in the United Arab Emirates

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Abstract

Objectives: This study aims to understand youth's attitudes toward the effects of social media usage and its risk factors. It also investigates the impact of social media addiction on youth, and determines the mediating factors in this relationship, such as 'FOMO' (fear of missing out) and nocturnal social media usage.

Methods: For the purpose of this research, 327 university students were surveyed using the Social Media Addiction Scale, the FOMO Scale, the Nocturnal Social Media Use Scale, and the Pittsburgh Sleep Index Scale.

Results: The results reveal statistically significant correlations between high social media usage and adverse effects on mental health, social relationships, and increased anxiety. The study shows that higher social media usage correlates with increased acknowledgment of addiction to the internet and media entertainment. Moreover, it unveils a statistically significant correlation between frequent social media use and the perception of self-esteem and indicates a strong correlation between social media usage on the one hand and withdrawal symptoms and tolerance on the other.

Conclusions: The study concludes that social media platforms have become an integral part in the daily lives of youth worldwide. It also pinpoints some negative consequences of excessive social media use on adolescents' health and physical activity, including addiction and other relevant issues.

Keywords: Social media, youth, addiction, distraction.

اتجاهات الشباب إزاء تأثير إدمان استخدام وسائل التواصل الاجتماعي: دراسة على طلاب الجامعات في دولة الإمارات العربية المتحدة

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ملخّص

الأهداف: هدفت الدراسة إلى فهم اتجاهات الشباب إزاء آثار استخدام وسائل التواصل الاجتماعي والمخاطر المترتبة على هذا الاستخدام، وفحص تأثير إدمان وسائل التواصل الاجتماعي عليهم، وتحديد العوامل الوسيطة المؤثرة في هذه العلاقة، مثل الخوف من تفويت الأحداث (FOMO) واستخدام وسائل التواصل الاجتماعي في أثناء الليل.

المنهجية: لإجراء هذا البحث، تم اجراء استبيان مع 327 طالبًا جامعيًا باستخدام مقياس إدمان وسائل التواصل الاجتماعي، ومقياس الخوف من تفويت الأحداث، ومقياس استخدام وسائل التواصل الاجتماعي أثناء الليل، ومقياس مؤشر بيتسبرغ لجودة النوم.

النتائج: أظهرت النتائج وجود علاقة ارتباط ذات دلالة إحصائية بين الاستخدام المرتفع لوسائل التواصل الاجتماعي والتأثيرات السلبية على الصحة النفسية والعلاقات الاجتماعية وزيادة مشاعر التوتر. كما بينت أن الاستخدام المرتفع لوسائل التواصل الاجتماعي يرتبط بزيادة إقرار الشباب بإدمانهم استخدامهم للإنترنت ولوسائل الترفيه الإعلامي. كما أظهرت الدراسة وجود علاقة ذات دلالة إحصائية بين الاستخدام المتكرر لوسائل التواصل الاجتماعي وبين زيادة الإدراك الذاتي للثقة بالنفس لدى الشباب، فضلا عن وجود ارتباط قوي بين استخدام وسائل التواصل الاجتماعي وظهور أعراض الانسحاب والتسامح.

الخاتمة: خلصت الدراسة إلى أن منصات وسائل التواصل الاجتماعي أصبحت جزءًا لا يتجزأ من الحياة اليومية للشباب في جميع أنحاء العالم. كما حددت بعض الآثار السلبية للاستخدام المفرط لوسائل التواصل الاجتماعي على صحة المراهقين ونشاطهم البدني، بما في ذلك الإدمان وغيرها من القضايا ذات الصلة.

الكلمات الدالة: وسائل التواصل الاجتماعي، الشباب، الإدمان.

Introduction

According to recent statistics, there are 4.9 billion social media users globally, meaning 60.49% of the global population uses social media (Shewale.R, 2023). The average time individuals spend using social media daily is 2 hours 32 minutes. One of the contributory reasons for the popularity of social media usage might be the advances in information and communication technologies and the overall increased penetration rates of smartphone devices globally. The smartphone penetration rate in the region is the highest in the GCC (Gulf Cooperation Council) sub-region, with countries such as the United Arab Emirates (UAE) exceeding 96 percent in 2023 (Saleh.S, 2023). Other reasons that account for the increase in the use of social media among individuals are how these social networks allow for ease of communication and enable individuals to link up and form a virtual relationship that is not confined by any geographical barriers (Cheng C, Lau YC, Luk JW,2020). Social media also allows for information sharing (Yoon S et al. (2021) have previously highlighted how social media has been tapped upon to actively engage patients and the public. While the use of social media has multiple benefits, in recent years, there have been increasing concerns relating to the excessive use of social media. Prior studies have examined the impact of addiction to social networks like Facebook and its consequential impact on one's psychosocial functioning. For example, Busalim et al. (2019) reported how self-esteem had hurt Facebook addiction for students who were not addicted and how Facebook addiction led to worsening academic performance. In recent years, with the increasing popularity of other social media networks, such as Instagram, they have also been investigated. Souza et al. examined the relationship between depression and Insta gram addiction among 131 students in India aged between 12 – 23 years old. They reported an association between the severity of one's Instagram addiction and depressive scores (D'Souza.L, 2018). More recently, studies have explored the prevalence of social media addiction and how the use of different platforms contributes to varying levels of addiction (Marengo D, Angelo Fabris M, Longobardi C, Settanni M,2022).It was found that individuals who used more visual forms of social media, such as Instagram and TikTok, had higher levels of social media addiction than other platforms like WhatsApp and TikTok (Ibid,2022).

Sleep is a physiological and psychological cyclical state essential for maintaining physical and mental health (Hestetun et al., 2018). Studies have found that the sleep problems of college students are becoming more serious, and the detection rate of sleep disorders is at a high level (Xuet al., 2022). Poor sleep can pose serious threats to college students' physical and mental health and academic life (Dewald et al., 2010; Owen et al., 2014). The popular sentiment remains that kids today are addicted to technology. The sentiment, arguably a central concern among many parents, is often amplified by media headlines pointing to widespread societal malaise. Take, for instance, The Atlantic's (Twenge 2017) headline: "Have Smartphones Destroyed a Generation?" drawing from psychologist Jean Twenge's book underscoring the mental health impacts of social media and other forms of online connectivity (Twenge 2017; see also Livingstone 2017).

The addictive use of social media frequently involves spending more time connecting to social media tasks for entertainment than studies. However, students often underestimate the appeal of social media while overestimating their self-control, are easily distracted by the entertainment and social features offered by social media, and fail to concentrate on learning. According to the Strength Model of Self-Control (SMSC), an individual's cognitive and psychological resources are limited, and the resources spent on some tasks are bound to discourage resources spent on others. The vitality, dedication, and concentration in academic engagement are important psychological resources individuals need to complete learning tasks (Zhu et al. 2023). However, excessive social media involvement requires a large amount of concentration and vitality that consumes an individual's resources, thus leading to insufficient resources devoted to academic activities. Consequently, students addicted to social media may become overwhelmed with learning tasks requiring absolute focus and cognitive ability.

Fear of missing out refers to diffuse anxiety caused by individuals worrying about missing novel experiences or positive events experienced by others (Casale et al., 2018). With the advancement of networking and intelligence, anxiety about missing out will become increasingly common. People dependent on social media are accustomed to paying attention to messaging updates at any time, prone to fearing missing out, and willing to sacrifice sleep time, so they passively use social media at night (Scott et al., 2019). Studies have shown that people who frequently use social media experience higher levels

of fear of missing out (Y. L. Zhang et al., 2021). Fear of missing out has a positive impact on social media addiction: the stronger is this fear, the higher is the likelihood of developing a social media addiction (Y. Liu, 2020). People may replace sleep with social media use due to expectations and fear of missing out (Cain & Gradisar, 2010; Scott et al., 2019).

Some researchers find addiction to internet connectivity to be a "major factor" underpinning cyberbullying, sexting, and educational difficulties linked to youth not paying adequate attention in the classroom (Fisk 2016, p. 141). The ubiquitous access to smartphones and SNS (Social networking service) has been found to detrimentally affect cognitive functioning and personal relationships, ultimately negatively impacting well-being (Sbarra, Briskin and Slatcher 2019). Since Goldberg's early conceptualization, researchers have pushed for more nuanced (i.e., more clearly operationalized) studies of online behaviors and behavioral addictions. Moreover, researchers argue that the term "Internet addiction" has little utility for diagnosis and is likely comorbid with other categorizations (Starcevic 2013; Van Rooij et al. 2017).

Other scholars document more decidedly adverse outcomes. For instance, in an extensive online survey of almost 3,500 eight to 12-year-old girls in North America, Pea et al. (2012) found statistically significant results indicating positive social well-being associated with face-to-face communication and negative well-being associated with online multitasking and uses of online technologies for communication, as well as going online to watch videos.

"Online addiction," as a sensitizing concept, provides analysts with "a general sense of reference and guidance in approaching empirical instances" while always situating the concept with the complex power relations that underpin definitions and interpretations of addiction (Blumer 1954, p. 7). The notion of sensitizing concepts is methodologically and theoretically relevant as our intention here is not to verify previous researchers' findings about the extent and severity of online addiction, nor the validity of the concept, but to explore how teens' lived experiences inform their understandings of addiction as a form of cyber-risk. Indeed, most of our knowledge of problematic internet use, addiction, and its effects can come from survey-based research, leaving a gap in knowledge regarding how teens themselves interpret and respond to the charge of their online addictions and anxieties (though see Adorjan and Ricciardelli 2019; Bailey and Steeves 2015; boyd 2014; Livingstone and Sefton-Green 2016).

The SM (social media) addiction is also called SM disorder, excessive SM use, problematic SM use, and compulsive SM use. Uncontrolled use of SM is thought to have negative interactions with depression, anxiety disorder, loneliness, well-being, self-esteem, and self-control (Kuss et al., 2014). Overuse of SM might affect the social functioning of the individuals, and it might be associated with a decrease in psychological well-being (Andreassen et al., 2016). Since adolescents show increasing social interactions, raised awareness of social norms, and desire for social approval, they undergo more significant social influence than other age groups. SM addiction is more common in adolescents and young adults than in adults (Kuss et al., 2014).

Another research aimed to determine the serial mediation effects of sleep quality and fatigue on the relationship between SMA (Social media addiction) and academic engagement among college students by conducting cross-sectional surveys (Zhuang, et al., 2023). The results showed that SMA among college students negatively affected their academic engagement. SMA may even lead to pathological psychological dependence on social media with behavioral addiction symptoms. SMA has been reported to negatively impact students' learning, such as distraction, severe procrastination, decreased academic productivity, particularly psychosomatic disorders, including reduced sleep quality and fatigue.

Research Aims and Objectives

This research aims to elucidate the Youth Attitudes Toward the effects of social media addiction, a demographic particularly susceptible to the influences of online environments. By investigating this relationship, the study seeks to understand how materialistic values, characterized by a strong emphasis on acquiring wealth and possessions for status, may predispose individuals to addictive behaviors on social platforms. This exploration is crucial for identifying potential psychological and social underpinnings of SNS addiction, thereby contributing to the development of more effective prevention and intervention strategies tailored to the needs of young users. In conjunction with examining the perception of boosted self-esteem in SNS addiction, this study also aims to uncover the mediating and moderating factors that could influence this relationship (Obeid, et al. 2023).

Another significant objective of this research is to assess the impact of Social Media Addiction (SMA) on academic engagement among college students, correlations between excessive use of social media by youth respondents, and the negative effects on their mental health, social relationships, daily duties, and tense feeling, By identifying the pathways through which SMA affects academic outcomes, the research intends to highlight the broader implications of social media overuse on learning, well-being, and the overall educational experience of students.

Through these interconnected aims, the research aspires to contribute valuable insights to the discourse on digital media's role in contemporary youth culture, with implications for educators, policymakers, and mental health professionals seeking to support the holistic development of adolescents and young adults in a digital age.

Research Questions

1.   What is the Intensity of the use of social media by youth respondents on research sampling"?

2.   How does the frequency and duration of social media use differ among youth across various demographics such as age, gender, and educational background?

3.   What is the perceived correlation between time spent on social media and addiction among Youths?

4.   Do the youth have consistent attitudes towards social media addiction as a multidimensional variable (Preoccupation, Withdrawal Symptoms, Tolerance, Mode Modification, Relapse, and Conflict)?

Research Hypotheses

H1: There are statistically significant correlations between excessive use of social media by youth respondents, and the negative effects on their mental health, social relationships, daily duties, and tense feeling.

H0: There are no statistically significant correlations between excessive use of social media by youth respondents and the negative effects on their mental health, social relationships, daily duties, and tense feeling.

H2: There are positive correlations between social intensity of usage of social media by youth respondents, and their attitudes towards the media addiction, entertaining, and its role to boost their self-esteem

H0: There are no positive correlations between the social intensity of usage of social media by youth respondents and their attitudes towards media addiction, entertainment, and its role in boosting their self-esteem.

H3: There are statistically significant correlations among dimensions of social media addiction effects (preoccupation, withdrawal symptoms, tolerance, mode modification, relapse, and conflict)

H0: There are no statistically significant correlations among dimensions of social media addiction effects (preoccupation, withdrawal symptoms, tolerance, mode modification, relapse, and conflict).

Methodology

Participants and Procedure

The methodology of this study involved a survey approach, targeting college students from five universities in the UAE. A total of four questionnaires were distributed, among 520 participants resulting in 327 valid responses. The participants represented a diverse mix of gender, academic year, and field of study. Various scales were employed to measure social media addiction, FoMO, nocturnal social media use, and sleep quality. The study conformed to ethical standards, ensuring informed consent from all participants. Data analysis was conducted using SPSS 25.0, with Pearson correlation analysis and the SPSS PROCESS macro for model estimation. Statistical significance was set at $p < .05$, ensuring robustness in the findings.

Measures

We used the existing versions of all measures for data collection in this study.

Demographics

The demographic characteristics of the respondents encompass a diverse group of college students, ensuring a comprehensive examination of perspectives across various backgrounds. The study sampled a total of 520 respondents with an equal gender distribution to maintain balance in gender-related insights. The age range of participants was 18-24 years, reflecting the typical age bracket of undergraduate students in the region. The respondents were enrolled in a variety of academic disciplines, including but not limited to, Arts and Humanities, Engineering, Sciences, Business, and Information Technology, to capture a wide array of academic influences on social media usage patterns. This diversity in fields of study allows for a nuanced understanding of

how different academic environments might interact with social media habits and perceptions.

Geographically, the participants hailed from multiple Emirates, ensuring representation from both urban and rural settings to factor in the potential influence of geographical location on social media addiction and attitudes. This inclusion is pivotal in understanding any variances in social media usage and attitudes that may be influenced by urban versus rural living conditions and cultural dynamics. Culturally, the respondents represented a mix of UAE nationals and expatriates, providing a rich cultural tapestry that reflects the multicultural environment of the UAE. This diversity is crucial for examining how cultural backgrounds might impact perceptions and experiences related to social media addiction. Overall, the demographic composition of the respondents was carefully curated to reflect the heterogeneity of the college student population in the UAE, providing a robust foundation for exploring youth attitudes towards social media addiction within the context of the region's unique socio-cultural and academic landscape.

Social Media Addiction Scale

The Bergen Social Media Addiction Scale (BSMAS),

This research adopted the measure of social networking site addiction compiled by Bergen and Žeželj (2014) and the Weibo addiction scale for assessing college students that was compiled by Z. S. Liu (2013) and revised these to fit the purpose of this study. The revised scale we used includes six items: "I constantly refresh Weibo, expecting new messages or notifications," "I sometimes sleep a lot less than normal because I'm spending more time on social media," "Sometimes I have the impression that I have two lives: one private and the other virtual," "I'd rather spend an afternoon or evening on social media than spend that time on any other activity," "I feel uncomfortable, anxious, and uneasy when I can't use social media," and "I often temporarily interrupt ongoing study work or escapism tasks by using social media to alleviate negative emotions." Items are rated on a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree, where the higher the score, the greater is the degree of social media addiction and disruption to the individual's life. Cronbach's alpha in this study was 98.

Fear of Missing Out Scale

Fear of missing out scale (FoMOs; Przybylski et al., 2013) Each item is rated on a 5-point Likert scale (1 = Not at all true to 5 = Absolutely true). The total scores on the scale range between 10 and 50, where higher scores indicate a higher level of fear of missing out.

We measured the fear of missing out with the scale developed by Q. Qi et al. (2019), which includes two factors: fear of missing information and fear of missing situations. There are eight items (e.g., "I am afraid that other people have more wonderful online experiences and gains than I do" and "Having fun and sharing online what happens in my life is important to me"). Items are rated on a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree, where a higher overall score represents a higher level of individual anxiety about missing out (Q. Li et al., 2019). Cronbach's alpha in this study was .97.

Nocturnal Social Media Use Scale

Investigating problematic sleep due to social media and social media sleep hygiene. Woods and Scott (2016) developed the Nocturnal Social Media Use Scale. It includes seven items (e.g., "I feel restless and empty when I can't use social media on my phone at night" and "I often have no clear purpose in using social media on my phone at night, but it is difficult to stop"). Items are rated on a 6-point Likert scale ranging from 1 = very inconsistent to 6 = very consistent. The higher the score, the more often the individual actively uses social media before going to bed or passively uses social media after being awakened by a notification sound. Cronbach's alpha in this study was .98.

Pittsburgh Sleep Quality Index Scale

The Pittsburgh Sleep Quality Index (PSQI) is a self-rated questionnaire that assesses sleep quality and disturbances over a 1-month time interval. We measured sleep problems with the Pittsburgh Sleep Quality Index Scale (Buysse et al., 1989), translated into Chinese by X. C. Liu et al. (1996), which assesses seven components of sleep quality: subjective sleep quality, sleep onset time, sleep duration, sleep efficiency, sleep disturbance, hypnotic medication, and daytime dysfunction. There are 18 self-assessed items in this scale (e.g., "In the last month, have you been troubled by the following conditions affecting your sleep, and, if so, to

what extent?" and "In the last month, how many hours per night did you sleep?"). Response options vary for each question, and each component's cumulative score represents the total sleep quality score. The higher the score, the worse the sleep quality (X. C. Liu et al., 1996; Wang et al., 1999). Cronbach's alpha in this study was .75.

Data Analysis

We used SPSS 25.0 to calculate descriptive statistics for each variable and test the reliability of the scales. Correlations between variables were determined by Pearson correlation analysis, then Model 6 of the SPSS PROCESS macro was used to estimate the model of this study, with $p < .05$ considered statistically significant.

Research results:

Firstly-Research Questions:

1.   What is the Intensity of the use of social media by Arab youth respondents in research sampling"?
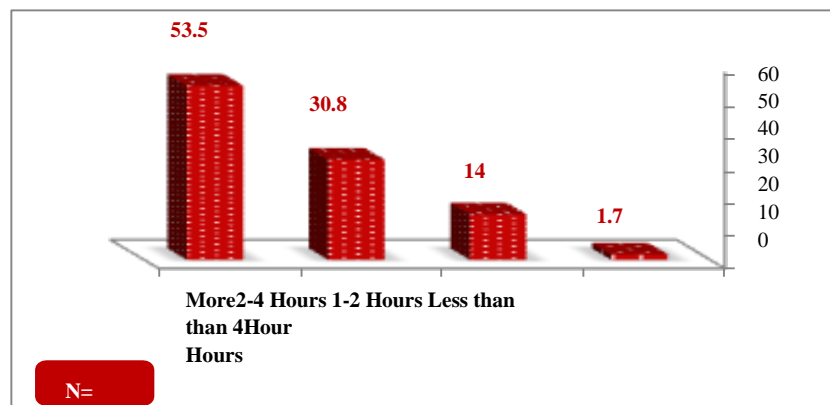

Figure 1: The youth usage intensity of social media.

"The study results indicate high social media usage among youth. According to Figure 1, a significant 53.5% of respondents report using social media for more than four hours daily, categorizing them as 'addicted users' based on global standards. This extensive engagement points to a deep integration of social media in their daily lives. Additionally, 30.8% use social media for 2-4 hours daily, highlighting its pervasive role. These patterns suggest that social media is not only a tool for information and entertainment but also plays a critical role in fulfilling various social and educational needs of youth. Such heavy usage patterns significantly at their cognitive, attitudinal, and behavioral aspects. However, it's important to consider the cultural and socio-economic factors that might influence these usage patterns and their interpretations."

2.   How does the frequency and duration of social media use differ among youth across various demographics such as age, gender, and educational background?

Table no.1: The differences in youth frequency of social media use across various demographics

Frequency of use Demographic characteristics	Mean	SD	SE	T. Test	Sig.
Gender Male	3.44	0.75	0.32	7.28**	0.007
Female	3.19	0.84	0.47		
F. Test					
Age G-a1	3.41	0.69	0.49	0.55	0.65
G-A2 G-A3	3.46	0.75	0.41		
G-A4	3.28	0.92	0.85		
	3.38	0.88	1.09		
Education H. school Diploma University	2.8	0.83	2	1.86	0.137
Post-graduate	3.8	0.45	2		
	3.4	0.78	0.28		
	4	0.01	0.02		

Frequency of use Demographic characteristics	Mean	SD	SE	T. Test	Sig.
Social_status Single Married Divorced Widow	3.41 3.47 3.33 4	0.75 0.82 1.15 1.7	0.31 0.83 0.01 0.01	0.45	0.72
Social_status High Medium Low	3.2 3.43 3.44	0.84 0,74 0.87	2 0.31 0.91	1.16	0.32
Family_situation Lives with parents Parents are divorced Live alone Deceased parents	3.45 3.4 3.24 3.6	0,74 0.63 0.94 0.69	0.31 1.12 0.97 1.33	0.68	0.56

"The data presented in Table 1 reveals notable trends in the frequency and duration of social media use among youth across various demographic factors. A significant finding is the gender difference in social media usage, with males using social media more frequently than females (p=0.01), indicating a high level of confidence in this trend. However, when examining other demographic factors such as age, educational background, social status, socio-economic status, and family situation, the results suggest a uniform pattern of social media usage among youth. This homogeneity indicates that factors like age, education, and socio-economic background have less influence on the frequency of social media use compared to gender in this demographic group. These findings highlight the need for further exploration into the cultural and societal factors influencing these usage patterns."

Table no.2: The differences among youth duration of social media use across various demographics

Frequency of use Demographic characteristics	Mean	SD	SE	T. Test	Sig.
Gender Male Female	 1.85 1.77	 0.86 0.91	 0.32 0.47	0.58	0.447
				F. Test	
Age G-a1 G-A2 G-A3 G-A4	 1.91 1.77 1.76 2.06	 0.81 0.86 1.09 1.06	 0.49 0.41 0.85 1.09	0.88	0.45
Education H. school Diploma University Post-graduate	 2.6 1,2 1.84 1.5	 1.14 0.45 0.88 0.71	 2 2 0.29 0.11	2.25	0.082
Social_status Single Married Divorced Widow	 1.85 1.76 2 1	 0.86 1,06 1.1 0.01	 0.31 0.85 1.3 1.1	0.738	0.53
Social_status High Medium Low	 1.6 1.85 1.8	 1.3 0,88 0.76	 2 0.31 0.9	0.517	0.67
Family_situation Lives with parents Parents are divorced Live alone Deceased parents	 1.84 1.73 1,7 1.8	 0,87 0.79 0.87 1.03	 0.31 1.12 0.99 1.33	0.214	0.88

The above table shows no statistical differences among youth duration of social media use across demographics (Gender, Age, Education, Social status, social/economic status, and Family situation. The results refer to the homogeneity of the youth sampling. The differences computed with standard level of confidence=95%, and probability value=0.05.

"This study's data on social media duration among youth, as presented in the table, reveals no significant differences across demographic categories including gender, age, education, social status, socio-economic status, and family situation. The homogeneity in the duration of social media use across these demographics, computed with a standard level of confidence (95%) and a probability value of 0.05, suggests a uniform pattern of engagement with social media among the youth. This finding indicates a pervasive and consistent use of social media across different segments of the youth population, underscoring the importance of understanding its impacts within a culturally and demographically diverse context."

3.   What is the perceived correlation between time spent on social media and addiction among Youths?

Table no.3: The Correlation between times spent on social media and addiction among youths

Social media addiction's main items	Times spent on social media use	
Perceiving social media addiction.	0.39	0.676
Negative impact of social media use on social relationships.	0.299*	0.016
Youth involvement with social media.	0.034	0.67
Perceiving narcotizes impact of social media use.	0.37	0.78

(*) p<0.05

The table analyzing the correlation between time spent on social media and addiction among Youths reveals key insights. It shows a significant correlation between the time spent on social media and its negative impact on social relationships, significant at a 0.05 probability value and a 0.95 confidence level. However, no statistical significance is found between the time spent on social media and youths' perceptions of addiction, their involvement with social media, or the narcotizing (opiating) effect of social media use. This indicates that while increased social media use correlates with deteriorating social relationships, it does not necessarily align with a self-perceived sense of addiction or its other hypothesized effects.

5.   Are the youth have consistent attitudes towards social Media addiction as a multidimensional variable contains (Preoccupation, Withdrawal Symptoms, Tolerance, Mode Modification, Relapse, and Conflict)?

Table no.4: Youth attitudes towards Social Media Addiction as a Multidimensional variable

Preoccupation Items	Alpha	Sig.	Mean	SD
I often find myself thinking about social media, even when I'm not using it.	0.79*	0.031	3	0.01
I frequently plan my activities around my social media usage.	0.72*	0.05	2.4	0.801
It's hard for me to focus on other things because I'm thinking about social media.	0.66*	0.052	1.36	1.17
Aggregate Level of Preoccupation	0.7*		6.76	1.03
Withdrawal Symptoms Items	Alpha	Sig.	Mean	SD
I feel restless or anxious when I try to cut down on my social media use.	0.82*	0.02	3.75	0.66
I become irritable if I can't access social media for a while.	0.79*	0.031	3	0.01
I experience negative emotions when I'm not able to check my social media accounts.	0.79*	0.03	3.04	1.02
Aggregate Level of Withdrawal Symptoms.	0.8*		9.79	0.84
Tolerance Items	Alpha	Sig.	Mean	SD
I find that I need to spend more time on social media to get the same level of satisfaction.	0.84*	0.02	3.46	0.89

Preoccupation Items	Alpha	Sig.	Mean	SD
Over time, I have increased the amount of time I spend on social media.	0.85*	0.02	3.55	0.84
Aggregate Level of Tolerance	0.843*		7.01	0.81
Mood Modification Items	Alpha	Sig.	Mean	SD
I use social media to make myself feel better when I'm sad or stressed.	0.68*	0.053	1.85	1.65
Engaging in social media activities helps me improve my mood.	0.79*	0.031	3	0.01
I feel happier after spending time on social media.	0.86*	0.02	3.6	0.81
Aggregate Level of Mood Modification.	0.8*		8.4	0.64
Relapse Items	Alpha	Sig.	Mean	SD
I've tried to cut down on my social media use, but I've gone back to using it as much as before.	0.79*	0.031	3	001
Even when I've tried to take a break from social media, I end up using it again.	0.7*	0.053	2.29	0.71
Aggregate Level of Relapse.	0.74*		5.29	0.36
Conflict Items	Alpha	Sig.	Mean	SD
My use of social media has caused conflicts with my friends or family members.	0.87*	0.015	3.72	0.69
I've neglected important responsibilities because of my social media use.	0.67*	0.051	1.39	1.2
I've had arguments with people about the amount of time I spend on social media.	0.87*	0.015	3.74	1.91
Aggregate Level of Conflict	0.83*		8.85	0.79

(N)=347. P<0.05

The Above table shows that the youth have consistent attitudes towards social media addiction. All values of aggregate dimensions of addiction are statistically consistent and significant at confidence level=95% and margin of error= (p=0.05).and then it ought to refers that the alpha Cronbach coefficient statistical value is =0.7+ .the present value confirms that the social, psychological, an physical dimensions of social media addiction (Preoccupation, Withdrawal Symptoms, Tolerance, Mode Modification, Relapse, and Conflict) have values between (0.7 to 0.843).Furthermore, It confirms that the youth sampling have consistent attitudes towards Social media addiction.

The present table shows both individual and aggregate levels of preoccupation of social media. Youth on the sampling have negative attitudes towards the preoccupation of social media. It is a statistically valid attitude because the maximum value of aggregate Mean=15.Which the mean value of their attitudes=6.76 with standard deviation value=1.03. Youth refused that they are preoccupied with social media.

The same table shows both individual and aggregate levels of withdrawal symptoms of social media. Youth on the sampling have positive attitudes towards the withdrawal symptoms of social media. It is a statistically valid attitude because the maximum value of aggregate Mean=15. The mean value of their attitudes=9.79 with standard deviation value= 0.84. Youth agreed about withdrawal symptoms of social media.

The same table (no.4) shows both individual and aggregate levels of tolerance with social media. Youth on the sampling have positive attitudes towards the tolerance of social media. It is a statistically valid attitude because the maximum value of aggregate Mean=10. The mean value of their attitudes=7.01 with standard deviation value=0.81. Youth agreed about their Tolerance of social media.

The above table (no.4) shows both individual and aggregate level of Mood Modification improved.

by social media. Youth on the sampling have weak positive attitudes towards the role of social media in improving their Mood Modification. It is a statistically valid attitude because the maximum value of aggregate Mean=15. The mean value of their attitudes=8.4 with standard deviation value= 0.64. Youth agreed about the role of social media in modification of their mood over time.

The above table (no.4) shows both individual and aggregate level of Relapse effect of social media. Youth on the

sampling have weak positive attitudes towards relapse of their use of social media over time. It is a statistically valid attitude because the maximum value of aggregate Mean=10. The mean value of their attitudes=5.29 with standard deviation value= 0.36. Youth agreed that they are not capable of cutting down their social media usage.

The same table (no.4) shows both individual and aggregate levels of conflict because of excessive use of social media. Youth on the sampling have weak positive attitudes towards conflict as a variable affect negatively their relationships and social duties because of their social media usage. It is a statistically valid attitude because the maximum value of aggregate Mean=15. The mean value of their attitudes=8.85 with standard deviation value= 0 .79. Youth agreed about the negative effect of social media usage on their social relationships, and social duties.

Secondly- Research Hypotheses:

H1: There are statistically significant correlations between excessive use of social media by youth respondents, and the negative effects on their mental health, social relationships, daily duties, and tense feeling.

Table no.5: The correlations among respondent's excessive use of social media and negative effects on their life.

Negative Effects	Excessive use of social media	
	Pearsonian 'r'	Significance
Mental health	0.43**	0.01
Social relationships	0.46**	0.01
Daily duties	0.4*	0.043
Tense feeling	0.49**	0.01

(**) P<0.01(*) P<0.05

"The study examined the correlation between excessive social media use and its negative impacts on youth. Statistical analysis, presented in Table no.5, revealed significant correlations between high social media usage and adverse effects on mental health, social relationships, and increased feelings of tension. Specifically, the Pearson correlation coefficients were 0.43, 0.46, and 0.49 for mental health, social relationships, and tense feeling, respectively, all significant at the 99% confidence level (p<0.01). Additionally, a significant correlation was observed between excessive social media use and neglect of daily duties and tasks, significant at the 95% confidence level (p<0.05). These findings substantiate the first research hypothesis, underscoring the detrimental effects of excessive social media use on various aspects of the daily life of youth."

H2: There are positive correlations between social intensity of usage of social media by youth respondents, and their attitudes towards media addiction, entertainment, and its role to boost their self-esteem.

Table no.6: The correlations between respondent's use of social media and their gratifications from social media.

Gratifications	Excessive use of social media	
	Pearsonian 'r'	Significance
Media Addiction	0.45**	0.01
Engagement in media entertaining	0.42**	0.01
Boosting self-esteem	0.39*	0.043

(**)P<0.01(*)P<0.05

The study's second hypothesis explored the relationship between the intensity of social media use among youth and their attitudes towards media addiction, entertainment, and self -esteem enhancement. Table no.6 indicates positive, statistically significant correlations. Specifically, higher social media use correlated with an increased acknowledgment of addiction (Pearson 'r' = 0.45, p<0.01) and engagement in media entertainment (Pearson 'r' = 0.42, p<0.01). Additionally, a significant correlation was found between frequent social media use and the perception of boosted self-esteem (Pearson 'r' = 0.39, p<0.05). These results support the hypothesis, illustrating the gratifications youth derive from social media usage.

H3: There are statistically significant correlations among dimensions of social media addiction effects (preoccupation, withdrawal symptoms, tolerance, mode modification, relapse, and conflict)

Table no.7: The correlations among social media addiction effects (six dimensions)

Preoccupation		Withdrawal symptoms	Tolerance	Mode modification	Relaps	Conflict
Preoccupation		0.11	0.13	0.121	0.37*	**0.13**
Withdrawal symptoms	o.11		o.39**	0.27*	0.13	**0.27***
Tolerance	0.13	0.39**		0.23*	0.12	**0.37***
Mode modification	0.121	o.27*	o.23*		0.122	**0.29***
Relapse	0.37*	0.13	0.12	0.23*		**0.131**
Conflict	0.13	0.27*	0.37*	0.29*	0.131	

(**)P<0.01 (*)P<0.05

The study's third hypothesis examined the interrelations among various dimensions of social media addiction effects among youth. Table no.7 reveals significant correlations within these dimensions. Notably, there was a strong correlation at the 99% confidence level (p<0.01) between withdrawal symptoms and tolerance. Additionally, significant correlations were observed among withdrawal symptoms, tolerance, mode modification, and conflict at the 95% confidence level (p<0.05). While some dimensions like preoccupation and relapse showed lower levels of correlation, a significant relationship was still evident between them. These findings support the hypothesis, confirming intricate interconnections among different aspects of social media addiction effects.

Discussion

The findings of this study provide significant insights into the relationship between Youth attitude and Social Networking Site addiction, revealing a nuanced interplay where Youth values potentially exacerbate tendencies towards addictive behaviors on social platforms (Topino, et al. 2023). This relationship underscores the importance of addressing the efforts to mitigate SNS addiction, suggesting that interventions could benefit from incorporating strategies aimed at promoting healthier online behaviors. The exploration of mediating and moderating factors in the addictive behaviors on social platforms offers a deeper understanding of the mechanisms at play. These findings suggest that the path to addiction is not straightforward but is influenced by various psychological and social factors that can either amplify or mitigate the risk (Malak, et al. 2022). This complexity highlights the need for a multi-faceted approach in prevention and intervention programs, one that considers the individual's broader psychosocial context. The investigation into the impact of Social Media Addiction (SMA) on academic engagement has further illuminated the negative repercussions of excessive social media use on educational outcomes. The serial mediation effects of sleep quality and fatigue demonstrate how SMA can lead to a detrimental cycle, affecting students' academic engagement through decreased sleep quality and increased fatigue. This aspect of the study emphasizes the broader implications of SMA on student well-being and academic success, advocating for comprehensive strategies that address these interconnected issues.

Conclusion:

This study concludes that youth exhibit consistent attitudes towards the multifaceted nature of social media addiction, encompassing dimensions like preoccupation, withdrawal symptoms, tolerance, mode modification, relapse, and conflict. Additionally, the emerging trend of 'Nomophobia'—the fear of being without one's mobile phone—further complicates this landscape, particularly among Youth. This anxiety, characterized by feelings of discomfort, anxiety, and panic when separated from their mobile devices, mirrors the broader dependency issues highlighted by social media addiction. These findings align with the media functional approach and media system dependency theory, highlighting the cumulative negative effects and dependency issues related to social media and mobile phone use.

While acknowledging the adverse impacts of social media on mental health and social relationships, youth also indicate a resistance to the idea that social media interferes with academic or work focus. However, nomophobia introduces an additional layer of concern, as the constant need for mobile connectivity could potentially disrupt academic engagement and productivity, despite youth perceptions. The study underscores the need for media literacy and education programs to foster a more beneficial and balanced use of social media among youth, while also addressing the specific challenges posed by nomophobia.

This study builds upon the literature review's exploration of social media addiction's impact on mental health, social relationships, and academic engagement. It confirms the complex, multifaceted nature of social media addiction among youth, encompassing preoccupation, withdrawal symptoms, tolerance, and other dimensions, with nomophobia adding to the spectrum of technology-related anxieties. By investigating the perceptions and behaviors of young individuals, this research seeks to contribute to our knowledge of the impact of social media addiction on the well-being, quality of life, and mental health of individuals actively using social media networks. The findings align with the media functional approach and media system dependency theory, highlighting the significant cognitive, affective, and behavioral effects on heavily dependent users. However, youth also show a nuanced perspective, acknowledging the negative impacts on mental health and social interactions while disputing its interference with academic focus, though the implications of nomophobia on this balance warrant further investigation. This underscores the need for targeted media literacy and education programs to address these challenges, including strategies to mitigate the effects of nomophobia.

Recommendations for future research:

Based on the study's findings and literature review, the following recommendations are proposed for future research:

● Future research should explore the various dimensions of social media addiction, particularly focusing on its physical, psychological, and social aspects.

● Researchers are encouraged to employ diverse methodological approaches, especially experimental and quasi-experimental designs, to accurately assess the negative effects of social media usage.

● Replicating this research with different demographic groups, especially teenagers, would provide valuable insights into the broader impacts of social media addiction.

● Utilizing qualitative methods, including focus group discussions and self-reporting tools, will enrich the understanding of attitudes toward social media among youth and teenagers.

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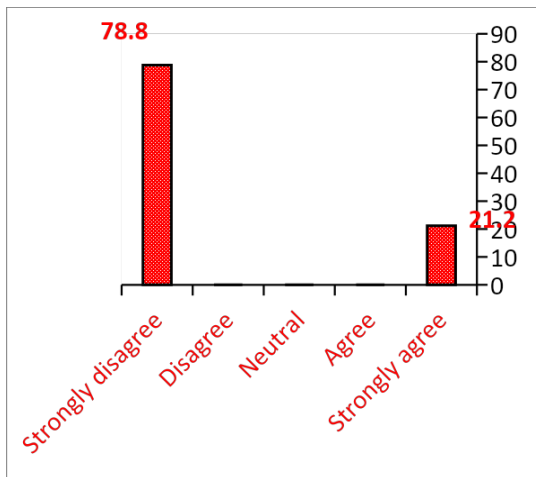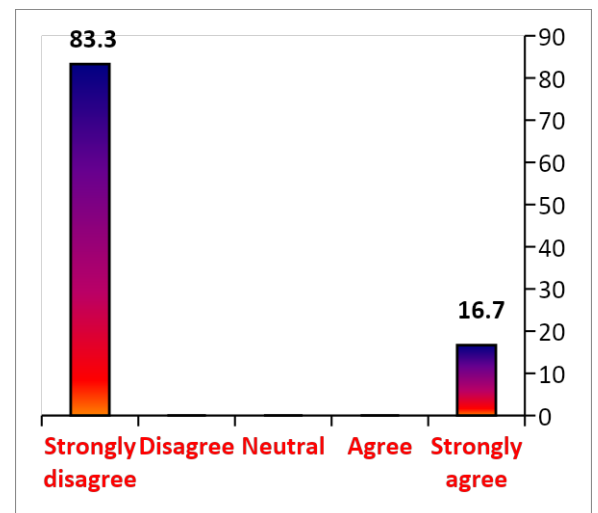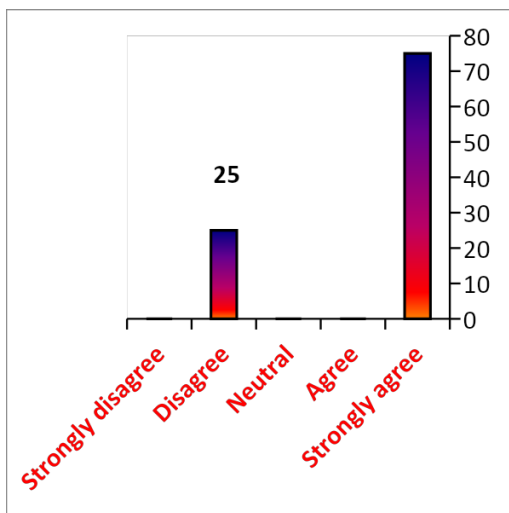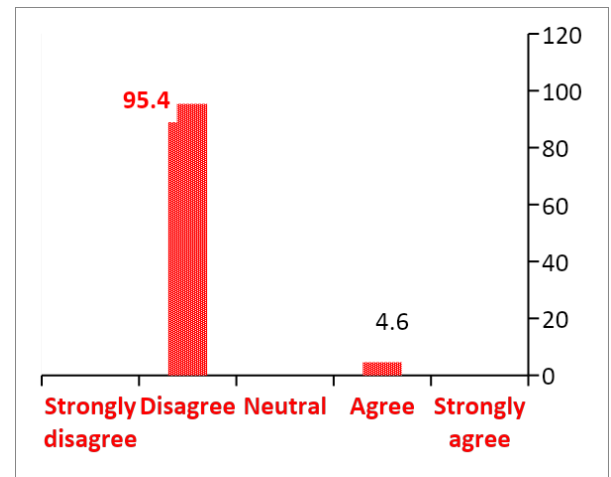
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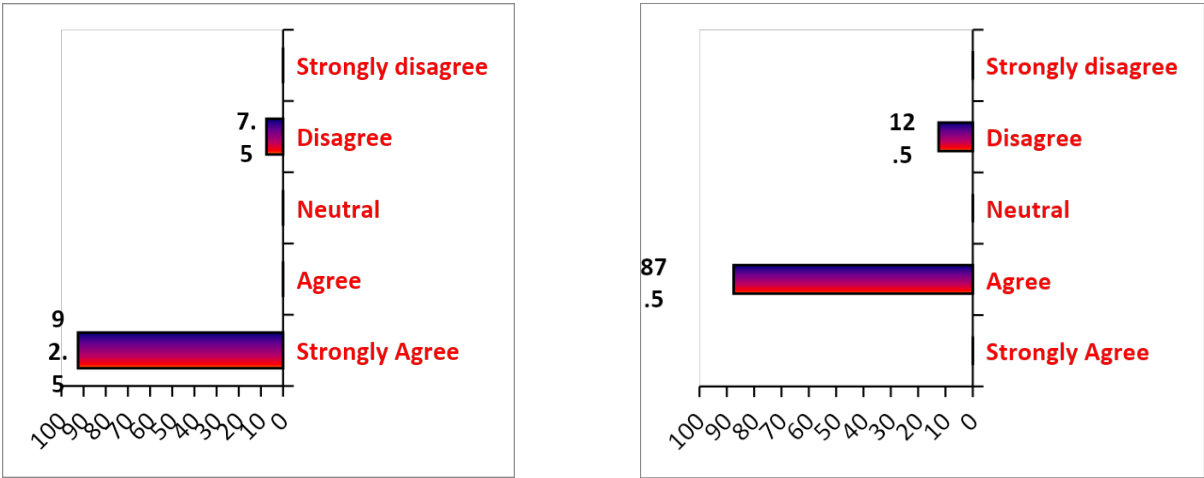
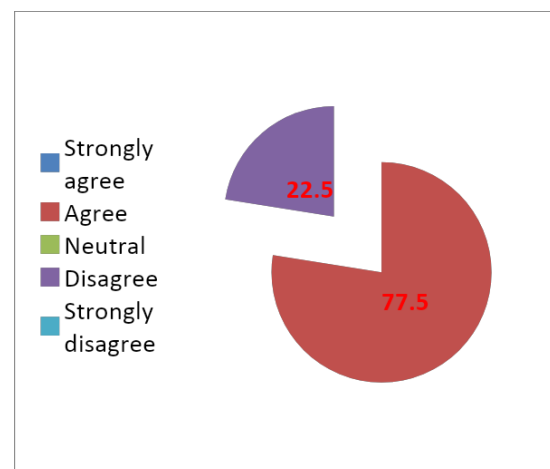S1: Social Media Addiction Scale
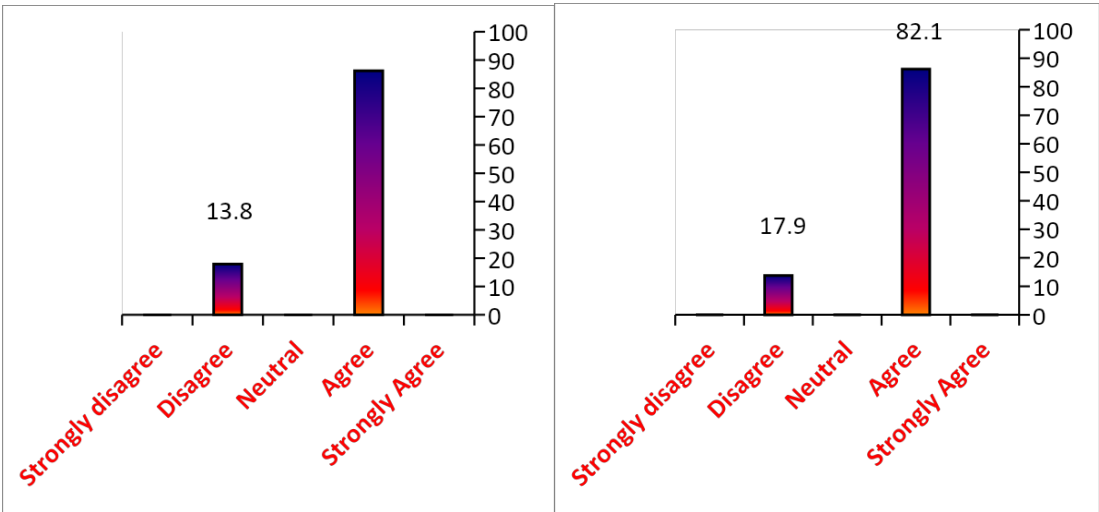
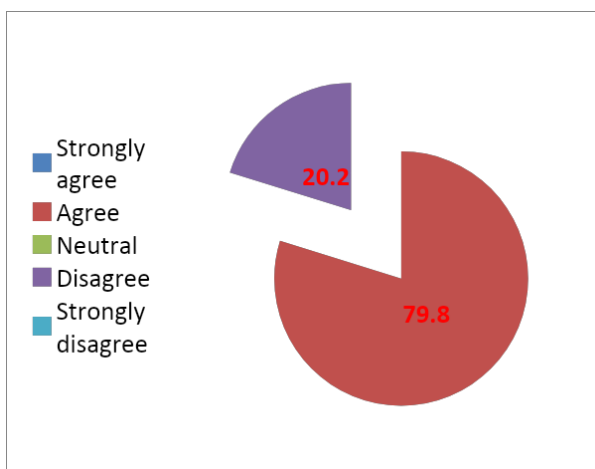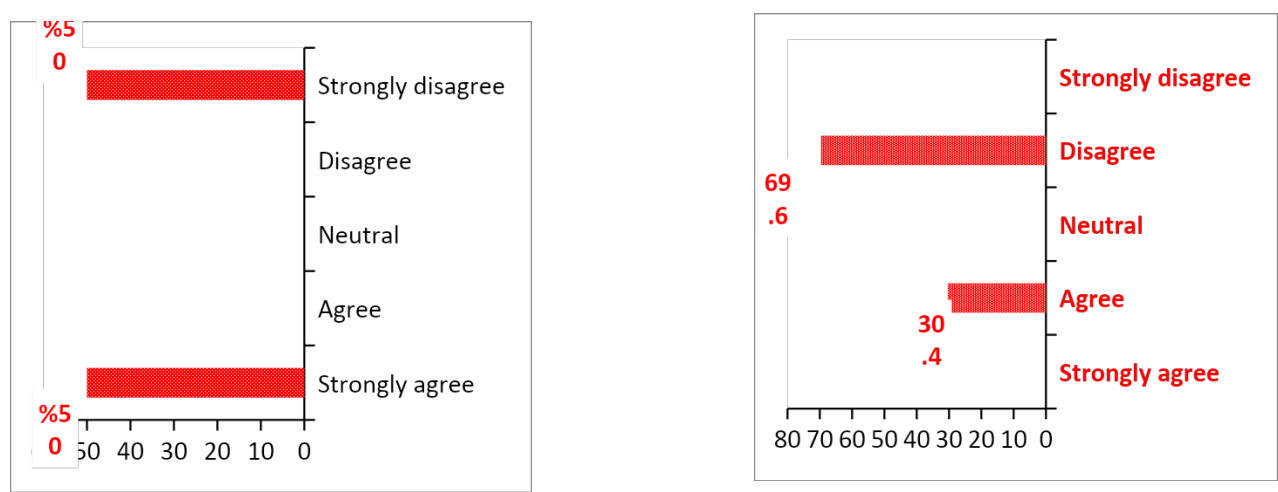S2: Fear of Missing Out Scale

S3: Nocturnal Social Media Use Scale

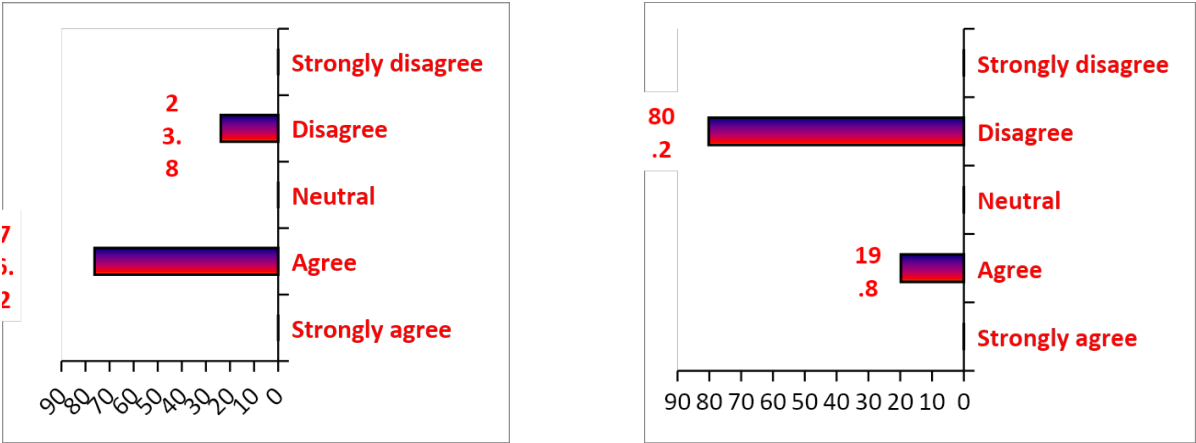21

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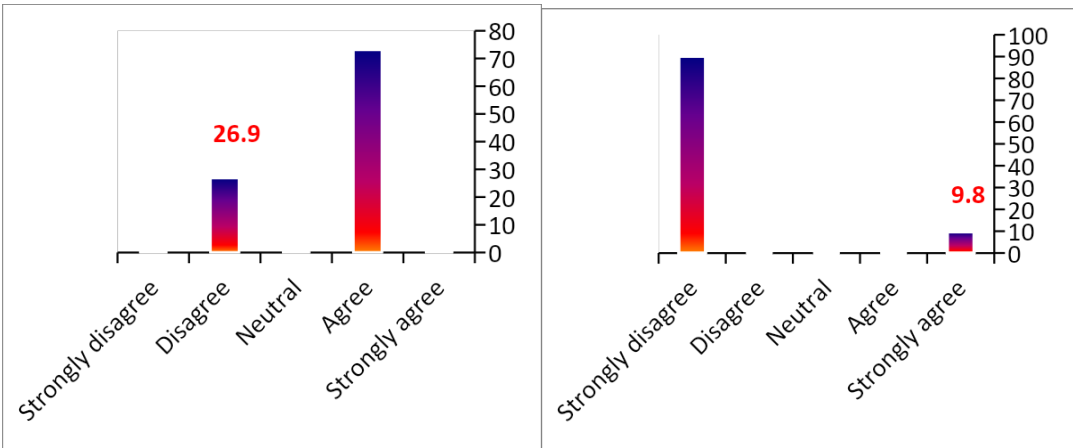
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