

A COMPARATIVE STUDY TO ASSESS THE ILL EFFECT OF SOCIAL MEDIA ADDICTION ON ADOLESCENTS FROM SELECTED URBAN AND RURAL TEACHING INSTITUTES OF INDORE (M.P.)

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ABSTRACT

Background: Social media addiction can cause serious social and psychological issues, affecting individuals' lives due to excessive and uncontrolled use. It is prevalent among all age groups, leading to changes in personal and social behavior. Addiction is often linked to depression and poor emotional regulation. Research shows that internet addiction negatively impacts students' learning motivation, contributes to academic delays, and affects adolescents' overall well-being. It also leads to reduced social support, communication difficulties, and emotional deregulation, making it a significant public health concern.

Objectives

1. To assess the ill effects of social media addiction on adolescents from selected urban and rural teaching institutes of Indore (M.P.).
2. To compare the ill effects of social media addiction on adolescents between selected urban and rural teaching institutes of Indore (M.P.).
3. To find out association between the ill effects of social media addiction on adolescents from selected urban and rural teaching institutes with selected demographic variables.

Methodology: This study employed a quantitative research approach with a non-experimental comparative survey design. The independent variable was the ill effects of social media addiction on adolescents, while the dependent variable was the impact on adolescents from selected rural and urban teaching institutes. A total of 400 samples were included, with 200 from urban areas and 200 from rural areas. The non-

probability convenient sampling technique was used. The study was conducted at Mennonite Higher Secondary School (urban) and Government Higher Secondary School, Magaliya (rural), focusing on students from 9th to 12th grade.

MAJOR FINDINGS OF THE STUDY: The study highlights key demographic differences between rural and urban adolescents, emphasizing variations in age, education, family structure, and socioeconomic status. Rural participants were younger, with a majority in joint families and lower parental education levels compared to their urban counterparts. Additionally, most rural fathers were farmers, and a significant percentage of families in both settings had a monthly income below 10,000. These findings suggest that socioeconomic and educational disparities play a crucial role in shaping adolescents' experiences and opportunities. Addressing these gaps through better educational access, economic support, and awareness programs could help bridge the rural-urban divide and enhance overall adolescent well-being.

Conclusion: The research scholar, with 14 years of teaching experience in nursing education and expertise in pediatric nursing, has conducted several research projects. This study focused on the ill effects of social media addiction on adolescents in urban and rural teaching institutes of Indore. With the easy accessibility of the internet and social media, its use has become an integral part of daily life. While healthy internet use enhances skills like reading, writing, and information processing, uncontrolled usage negatively impacts physical, mental, social, and cognitive development. This study underscores the need for awareness programs and strategies to promote responsible internet use among adolescents.

Key words: *ill effects, social media, addiction, adolescents, rural urban and teaching institutes.*

Introduction:

The study highlights key demographic differences between rural and urban adolescents, emphasizing disparities in age, education, family structure, and socioeconomic status. Rural participants were generally younger, more likely to belong to joint families, and had parents with lower education levels compared to their urban counterparts. Additionally, a majority of rural fathers were engaged in farming, and a significant proportion of families in both settings reported a monthly income below 10,000. These findings underscore the impact of socioeconomic and educational inequalities on adolescents' experiences and opportunities. Addressing these disparities through improved access to quality education, targeted economic support, and awareness programs could help bridge the rural-urban divide and promote overall adolescent well-being..

REVIEW OF LITERATURE:

Tubayesha Hassan et al (2020) conducted a study to identify the prevalence of internet slavery among young adults (19–35) in Bangladesh and the variables associated with it. For this cross-sectional study, researchers used multistage group testing to choose 454 participants from across three management departments in Bangladesh. The average proportion of time spent online was 27.1%. Compulsion rate was 28.6% in the segment 19-24 years and 23.5% among 25-35 years of age. Web addiction was essentially associated with living

arrangement, time spent daily on the web, a detached family connection, active employment, and smoking inclination. Investing energy in virtual entertainment sites was the most well-known web-based behavior among the members. The evaluation concluded up a rather high commonness of online addiction among more youthful participants.

Anderson & Jiang, (2018) One out of every five children and adolescents has a diagnosable mental health disorder throughout puberty, making this a period of heightened risk for the onset of dysfunctional behavior. Puberty is a high-risk period for mental health disorders, affecting one in five adolescents. Suicide rates among 10–24-year-olds rose by 56% from 2007 to 2017 (Keyes et al., 2019), coinciding with the rise of social media. Teens (13–17) are heavy users of platforms like YouTube (85%), Instagram (72%), Snapchat (69%), and Facebook (51%), with TikTok rapidly growing (Common Sense Media, n.d.). This trend raises concerns about social media's impact on adolescent well-being.

Wisdom & Sophia, (2019) One who spends an inordinate amount of time engaged in virtual entertainment, such as social networking sites like Facebook and Twitter, is said to have a "virtual entertainment obsession Excessive engagement with social media platforms like Facebook and Twitter can lead to a "virtual entertainment obsession," affecting daily life. While not officially classified as a medical disorder, excessive social media use has sparked debate due to its potential negative effects. The term "virtual entertainment addict" (Hilliard &

Parisi, 2020) describes individuals who compulsively check updates or follow others online. Heavy internet and mobile phone use have long been linked to decreased work performance and negative life impacts, though no official recognition exists for social media addiction as a disorder.

METHODOLOGY:

In this study Non –experimental Descriptive comparative survey design selected because the research problem is very subjective in nature where researcher is identifying the ill effect of digital platform dependency urban and rural teenagers in very natural setting, hence the opted design is most suitable design to investigate the proposed research problem.

Sampling:

This study focused on adolescents aged 18–25 years from selected teaching institutes in Indore (M.P.). A non-probability convenient sampling technique was used. The target and accessible population included adolescents within this age group. Based on power analysis, a total of 400 samples were selected, with equal representation—200 from urban and 200 from rural teaching institutes.

Inclusion Criteria:

- The study includes only adolescents 18 to 25 year of age from selected teaching institutes.

DATA ANALYSIS & INTERPRETATION

Table:1 Participants presentation based on their socio-demographic data. (N=40)

Socio-demographic	Rural(N=20)	Urban(N=20)
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- **In urban** –Mennonite higher secondary school.
- **In rural-** government higher secondary school Gattacilli.
- Voluntary involvement of samples.
- In this study adolescents include both male and female.

Data Collection Procedure:

This study utilizes three structured tools:

- **Section I: Demographic Variables** – 19 items (Part A: 11, Part B: 8) to assess adolescent characteristics.
- **Section II: Structured Social Media Addiction Scale (SSMAS)** – Identifies levels of social media dependency, developed through literature review and expert consultation, with validated reliability.
- **Section III: Ill Effects of Social Media Addiction Checklist** – Evaluates the severity of social media's negative impacts, developed and validated with expert input.

The check-list divided in four sub-sections as follows:

- Physical health
- Psychological health
- Behavioral health and
- Social health

variable		Frequency	Percentage	Frequency	Percentage
Age in Years	13-14	6	30.0	4	20
	15-16	8	40.0	2	10.0
	17-18	4	20.0	10	50.0
	19-20	2	10.0	4	20.0
Gender	Male	8	40.0	8	40.0
	Female	12	60.0	12	60.0
Educational Background	9th	6	30.0	2	10
	10th	6	30.0	2	10.0
	11th	2	10.0	16	80.0
	12ht	6	30.0	0	0.0
Type of Family	Joint family	14	70.0	8	40.0
	Nuclear family	6	30.0	12	60.0
Religion	Hindu	12	60.0	14	70.0
	Muslim	6	30.0	4	20.0
	Christian	2	10.0	2	10.0
Members in the Family	1	2	10	4	20.0
	3	8	40.0	4	20.0
	>3	10	50.0	12	60.0
Father's Education	No formal education	2	10.0	2	10.0
	Primary education	2	10.0	4	20.0
	Middle education	6	30.0	6	30.0
	High education	8	40.0	2	10.0
	Graduation	0	0.0	4	20.0
	Post-graduation	2	10.0	2	10.0

Mother's Education	No formal education	4	20.0	6	30.0
	Primary education	2	10.0	4	20.0
	Middle education	4	20.0	4	20.0
	High education	4	20.0	2	10.0
	Graduation	4	20.0	2	10.0
	Post-graduation	2	10.0	2	10.0
Father's Occupation	Farmer	14	70.0	12	60.0
	Business	2	10.0	2	10.0
	Private Job	2	10.0	4	20.0
	Government Job	2	10.0	2	10.0
Mother's Occupation	Farmer	2	10.0	2	10.0
	Housewife	16	80.0	14	70.0
	Private Job	2	10.0	2	10.0
	Government Job	0	0.0	2	10.0
Monthly family income (in Rupees)	<10,000	10	50.0	8	40.0
	10,001to 20,000	4	20.0	8	40.0
	20,001to 30,000	4	20.0	2	10.0
	>30,001	2	10.0	2	10.0

Descriptive analysis distribution:

Table:2 Frequency and percentage presentation of social media addiction:

Social addiction	Rural		Urban	
	Frequency	Percentage	Frequency	Percentage
Mild	15	75	16	80
Moderate	3	15	2	10
Severe	2	10	2	10
Total	20	100	20	100

Among rural adolescents, **75% (15)** had a mild level of social media addiction, **15% (3)** had a moderate level, and **10% (2)** showed severe addiction. Similarly, in urban adolescents, **80% (16)** had a mild addiction, **10% (2)** had a moderate level, and **10% (2)** exhibited severe addiction.

The analysis demonstrated an association between the ill effects of social media addiction and selected demographic variables among adolescents in rural teaching institutes of Indore (M.P.). The chi-square values for gender (4.742), family members (8.256), and monthly family income (8.012) exceeded their respective table values, indicating a significant association at the <0.05 level. However, other variables such as age (5.214), educational background (6.253), type of family (2.145), religion (1.632), parental education (father: 3.325, mother: 4.286), and parental occupation (father: 2.458, mother: 3.247) had chi-square values lower than their table values, showing no significant association.

Conclusion:

This study aimed to assess the ill effects of social media addiction on adolescents from

selected urban and rural teaching institutes in Indore (M.P.). To achieve this, the researcher developed and introduced a Structured Social Media Addiction Scale, which helped evaluate addiction levels among adolescents. Additionally, an Ill Effects of Social Media Addiction Checklist was used to assess the impact on their well-being. Data analysis was conducted using descriptive and inferential statistics, providing insights into the extent and consequences of social media addiction among the study participants.

Recommendations:

1. Based on this study, new study with larger samples will improve the generalization. A plan has to execute to stern gathering external validity of research.
2. Similar study can also be plan with quasi-experimental research design with some intervention to cope with social media addiction. Similar study with effectiveness of any structured evidenced based intervention can also be planned as randomized clinical trials.
3. Every school and college should promote similar kind of study to assess their student's level towards social media dependency.
4. Government should make stringent digital laws that make adolescents to proper and appropriate use of mobile and internet services in line to access the social media.
5. School and college campuses

should install CCTV cameras to keep watch on students to avoid using of social media addiction.

6. Counselling session should be organized in school and college level to counsel the students regarding health hazards of social media addiction and preventing strategies of it.

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