

Construction And Validation Of Social Media Addiction (Sma) Scale For Adolescents

A. Kumarasamy ¹ & Dr. K. Saikumari ²

¹. Ph.D. Research Scholar, Institute of Advanced Study in Education, Saidapet, Chennai – 600 015, Tamil Nadu, India

². Associate Professor, Dept. of Biological Science Education, Institute of Advanced Study in Education, Saidapet, Chennai – 600 015, Tamil Nadu, India

Abstract

The present article describes the attempt to construct a scale to measure the social media addiction among adolescent students. Eventually, pilot study was conducted on a 100 students studying in Standard XIth from Government schools in Chennai district. The Cronbach alpha method and item total correlation was done to find out the reliability and validity of the Social Media Addiction (SMA) Scale. The face validity and content validity was found out with the help of experts.

Key words: Social media, Adolescent.

Introduction

Social media addiction was theoretically defined as the combination of two constructs like social media dependency and social media obsession resulting into a habit or practice to such an extent that its absence causes discomfort and in severe cases resulting into mental unrest and trauma.

Social media dependency is defined as an act through which the students meet their communication and interaction needs with friends, peers and family members. It is operationalized as the combination of preferential contact, time spent on social media, communication through chatting, sharing photos and videos on the social media.

Social media obsession is the students' preoccupation with social media, feeling difficulty to stay away from it and the absence of social media for a considerable time leading to psychological unrest. It is operationalized as combination of number of social media accounts, social media applications on

their gadgets, compulsive log-ins and extended sessions on social media. Based on the theoretical definitions, a scale was developed to measure the social media addiction among adolescent students.

NEED AND SIGNIFICANCE OF THE STUDY.

The Social media addiction is a vital issue which influences the mind of younger generation in the present Tech era. Social media has become inevitable and prominent means of fastest informative communication. In the present scenario, every individual has an easy access to social media and own their personal account in social media platforms like WhatsApp, Facebook, Instagram and YouTube. The increase in the use of smartphone and internet usage have influenced especially the schoolchildren who belong to the adolescent age group of 13 to 19 years. The time they spend in social media steals their time, energy and creativity. If not guided properly by the parents and their teachers about the usage of social media in an appropriate and acceptable way, they become prey to unwanted situations and circumstances that corrupt their personality, individuality and futuristic vision. The academic performance of the students basically needs focus in their studies and regularity in academic work. The activities on the social media sites leads to mood modification, relapse, interpersonal conflicts, withdrawal and gradual addiction to social media which leads to negative impact on the academic performance of the students.

After thorough review of related literature, the investigator felt the urgent need to construct the social media addiction scale meant for studying the nature of social media addiction prevailing among the adolescents.

CONCEPTUAL FRAMEWORK OF SOCIAL MEDIA ADDICTION AMONG ADOLESCENTS

Social media have emerged as a near –ubiquitous aspect every day in the modern tech based era of the younger generation. Social media enables the individuals especially in the adolescent age group to make new friends easily and maintain contacts with existing social network members without geographical or time constraints (e.g. Cheng, Lati&Link ,2020, Cheng, Wang, Sigerson &Chau 2016., but problematic usage can impair user's psychological functioning and wellbeing (e.g., Hussain&Griffith ,2019, Ponnusamy, Iranmanesh, Foroughi &Hyun ,2020).

Operational definitions of the key terms used in the study

Conflict: The conflict is defined here as the contradiction caused by the negative influence of the social media activities on the life of an individual in his relationships.

Occupation: The occupation is defined as the person's thinking about that the social media activities intensively and dealing with these activities in other words which means being occupied with them

Mood modification: The mood modification means changes brought forth in the mood of a person by their involvement in social media activities and during these activities, specific, unacceptable and noticeable changes occur in the mood of a person.

Relapse: Relapse denotes the tendency of staying away from social media or control behavior. It means a trend to return of a person back to the previous patterns and when this person stays away from the social media or he tries to limit the use of social media, previous usage habits relapse at each time.

Social media

Social media can be defined as a digital way of communication; it involves social interactions on different scales. They can interact and get connected with other people through sharing of text messages, images, videos or audio and video calls.

Social media addiction

Social media addiction is a behavioral addiction that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas.

Adolescent

Adolescent refers to the developmental stage in an individual life after the late childhood. Here in the investigation it refers to the children belonging to the age group of 13 to 17 years studying in the school.

Review of related literature

Aylin Tutgun unal and Levent Deniz (2015) aimed to develop a scale to detect the social media addiction of University students. The data was collected from the University students. The correlation between the scale and Face book addiction

scaled from Internet addiction test of Young for Face book (Cam and ISbulun,2012) was found to be 0.75. Test retest Coefficient was found to be 0.84. As a result of the studies conducted, the scale was found to valid and reliable.

Md Suhali Jogi ,Shazia Gurgani and Yuman Kawoos (2018)aimed to identify the prevalence and factors associated with the usage and dependence of social network among adolescents and to develop and validate an inventory to measure social network usage and addiction. Social networking offer users near complete control over self presentations, making these sites a useful venue for the deployment of strategic interpersonal behavior that the users used to construct and maintain carefully considered self image

Methodology adopted for the study for the construction of social media addiction scale

Since no tools were available for assessing the social media addiction among the adolescents, the investigator decided to construct the tool with the help of the research supervisor.

After thorough study of review of related literature with the guidance of the Supervisor the research investigator decided to have conflict, Occupation, Mood modification and relapse as the four dimensions of social media addiction which influences directly and indirectly the adolescent age group and suitable for the research study pursued by the investigator.

About 42 statements were framed initially and organized pertinent to the dimensions of conflict, occupation, mood modification and relapse. The dimension of conflict has (20) statements, occupation has (12) statements, Mood modification has (5) statements and relapse has (5) statements.

TABLE 1 DIMENSIONWISE DISTRIBUTION OF SELECTED ITEMS IN SOCIAL MEDIA ADDICTION OF ADOLSOCENTS (INITIAL DRAFT)

Name of the tool	Dimensions	Statements	Dimension wise total statements
	Conflict	23,24,25,26,27,28,29,30,31,32,	20

Social Media Addiction Scale		33,34,35,36,37,38,39,40,41,42	
	Occupation	1,2,3,4,5,6,7,8,9,10,11,12	12
	Mood Modification	13,14,15,16,17	5
	Relapse	18,19,20,21,22	5
Total number of statements			42

Scoring procedure

The initial draft of Social Media Addiction (SMA) scale had 42 statements to measure the social media of the adolescents. The tool is a five point Likert scale with the frequency of responses under five types that ranges from Always, Often, Sometimes, Rarely to Never. The highest mark was 210 and the lowest mark was 42.

Pilot study

The researcher has conducted the pilot study by administering the tool to 100 students. Studying in XI standard in Government schools in Chennai district. Among the sample chosen by the investigator 54 were boys and 46 girls. The students studying in XIth standard are stream lined according to their academic performance in Xth standard, Personal choice, Parental guidance, personal aptitude and attitude towards the group chosen for study. Their academic performance in standard XI and XII is very noteworthy and plays an important criterion as it decides the higher education and career they are going opt for.

Item analysis

Item analysis is a process which examines responses to individual test items in order to assess the quality of those items and of the test as a whole. In this present study the researcher has adopted item total correlation method for establishing the reliability of the tool.

TABLE 2-STATEMENT ANALYSIS FOR SOCIAL MEDIA ADDICTION SCALE OF ADOLESCENTS AND SELECTION OF STATEMENT FOR THE FINAL STUDY

Item No	Item Total Correlation Values	Remarks	Item No	Item Total Correlation Values	Remarks
1	.333	Selected	26	.613	Selected

2	.535	Selected	27	.628	Selected
3	.533	Selected	28	.642	Selected
4	.587	Selected	29	.626	Selected
5	.518	Selected	30	.634	Selected
6	.375	Selected	31	.560	Selected
7	.498	Selected	32	.711	Selected
8	.548	Selected	33	.614	Selected
9	.642	Selected	34	.559	Selected
10	.569	Selected	35	.545	Selected
11	.521	Selected	36	.704	Selected
12	.649	Selected	37	.605	Selected
13	.637	Selected	38	.618	Selected
14	.544	Selected	39	.607	Selected
15	.573	Selected	40	.717	Selected
16	.581	Selected	41	.710	Selected
17	.638	Selected	42	.738	removed
18	.647	Selected			
19	.639	Selected			
20	.606	Selected			
21	.716	Selected			
22	.615	Selected			
23	.649	Selected			
24	.747	Selected			
25	.613	Selected			

The social media addiction scale was constructed and validated by the investigator. Item total correlation value for each item were calculated for a sample of N=100 and the statements. The final draft of the tool had 41 statements selected for doing the data collection.

Table – 3 DIMENSIONWISE DISTRIBUTION OF SELECTED ITEMS IN SOCIAL MEDIA ADDICTION OF ADOLSCENTS AND THE SELECTED STATEMENT FOR THE FINAL STUDY.

Name of the tool	Dimensions	Total No of Items under Dimensions	Range
Social Media Addiction	Conflict	23,24,25,26,27,28,29,30,31,32,33,34,35,36,37,38,39,40,41	41-205
	Occupation	1,2,3,4,5,6,7,8,9,10,11,12	
	Mood Modification	13,14,15,16,17	
	Relapse	18,19,20,21,22	

	Total number of items	41
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Reliability of the tool

The reliability of the research tools was worked out by using Cronbach's alpha and split-Half method. The calculated reliability Co-efficient values are given table – 4. and validity of the tool is given in Table -5.

Table – 4 Co Efficient of reliability of the tool

Research Tool	Co-Efficient - Reliability	
	Cronbach's Alpha	Split-Half
Social Media Addiction	.963	.924

Table – 5 .Validity of the tool

Research Tool	Validity	
	Cronbach's Alpha	Split-Half
Social Media Addiction	.981	.961

Validity for the research tool found to be the mentioned which indicates that it has possess high validity.

Face validity and content validity of the tool was also assured by giving the tool to field experts.

Conclusion

After the standardization process, the investigator found the tool to be highly reliable and valid to measure the social media addiction of the adolescents and suitable for carrying out the main study. The Social media addiction is a serious issue which affects the academic performance of the adolescent group studying especially at school. Till High school, all the students are exposed to general education. The Higher secondary education is very important period and stage of education in the life of an individual as they are streamlined based upon the group of study they have chosen according to their interest, aptitude, ambition for higher education and career they want to pursue. Their distraction in studies in this period is noteworthy and is of due concern both for the teachers and the parents, as if it left unrecognized and not taken care of at the right moment, their social media addiction might influence their academic performance.

Henceforth the construction of the tool to assess the social media addiction by the investigator will be helpful both

for the teachers to identify the students with such issue and help them to overcome it. They can inform the parents about the social media addiction of their wards, their need for immediate attention and care to be taken both by the teachers and parents. Both have equal responsibility in rendering moral support and helping them in order to regain the student's focus in their studies. They can guide and tutor them to enhance their academic performance in an appropriate manner instead of being judgmental in nature.

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