



## A STUDY TO ASSESS THE LEVEL OF SOCIAL MEDIA ADDICTION AMONG THE NURSING STUDENTS IN THE EXPERIMENTAL AND CONTROL GROUP BEFORE AND AFTER THE INTERVENTION AMONG NURSING COLLEGE STUDENTS IN SELECTED COLLEGES, TAMILNADU

**\*Ms. Anita Roshni Das | \*\*Dr. Amandeep Kaur**

*\*Research Scholar, Himalayan University, Itanagar, Arunachal Pradesh, India.*

*\*\*Research Supervisor, Himalayan University, Itanagar, Arunachal Pradesh, India.*

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### ABSTRACT

*The prevalence of social media addiction stems from several factors. Initially, social media networks include features such as infinite scrolling, automatic video playback, and personalized recommendations with the intention of captivating and retaining users' attention. With these enhancements, the user experience becomes thoroughly immersive and compelling, enabling them to get absorbed for extended durations. Furthermore, social media platforms promote engagement and evoke feelings of acceptance and belonging by using psychological principles such as social comparison and intermittent reinforcement. The danger of addiction is heightened by the idealized depiction of oneself on social media platforms, which fosters unrealistic expectations and perpetuates a continuous cycle of self-evaluation and comparison. "Pre-experimental research approach" was selected for the present study. The research design selected for the present study was "Pre- Pre-experimental". The target population was all the adolescents with social media addiction (17-21 years. In this study, the samples were nursing college students, aged 17-21 years, studying in selected colleges in Chennai. and who fulfilled the inclusion criteria. The sample size was 100. A purposive sampling technique was used.*

**Key Words:** social media, addiction, infinite scrolling, automatic video playback, social comparison.

### ABOUT AUTHORS:



Author, Ms. Anita Roshni Das is a Ph.D. Scholar at Himalayan University, Itanagar, Arunachal Pradesh, India.



Author, Dr. Amandeep Kaur is Ph.D. Guide at Himalayan University, Itanagar, Arunachal Pradesh, India. She has effective administrative and leadership skills. She is active researcher with many publications in her name. She has attended and organised various National and International conferences.



## INTRODUCTION

The prevalence of social media addiction is rising, posing a significant societal issue that detrimentally impacts individuals' physical and mental well-being, interpersonal connections, and overall sense of contentment. The widespread influence of social media platforms has led to an unprecedented level of connection and engagement, resulting from a significant change in how humans interact, communicate, and consume information. However, the addictive nature of social media has posed a challenge to individuals' ability to regulate their use and maintain a healthy equilibrium in their lives. This addictive feature has been more evident alongside the benefits of social media. (Berdida, D. J. E., & Grande, R. A. N. (2023)

Problematic social media use, social media dependency, or social media addiction refers to an individual's excessive and compulsive utilization of social networking platforms, which negatively affects their capacity to function in daily life and maintain relationships. Although social media addiction is not officially recognized as a mental disease under diagnostic criteria such as the DSM-5, there is increasing data that highlights the prevalence and detrimental effects of this addiction, which should be given significant consideration and treated. (Prasetya, T. A. E., & Wardani, R. W. K. (2023).

The distinction between online and offline existence has grown more indistinct as a result of the ubiquitous accessibility of mobile phones and high-speed internet, enabling continual connectivity to social media platforms. Individuals are often overwhelmed with a continual influx of messages, updates, and opportunities to interact with others, which may potentially result in the development of addictive habits. Approval indicators such as likes, comments, and shares have an instant impact on the brain's reward system, reinforcing the addictive nature of social media use.

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## REVIEW OF LITERATURE

Chegeni M, Shahrbabaki PM, Shahrbabaki ME, Nakhaee N, Haghdoust A. 2021 conducted a study on Why people are becoming addicted to social media: A qualitative study. RESULTS: The main category of "weakness in acquiring life skills" was extracted with three themes: "problems in socializing" (including communicating and escaping loneliness), "problems in resiliency" (including devastation in harsh conditions and inability to recover oneself and "lack of problem-solving skills" (including weaknesses in analysis and decision making and disorganization in planning).

Ramesh Masthi NR, Pruthvi S, Phaneendra MS, 2018 conducted a study on A Comparative Study on Social Media Usage and Health Status among Students Studying in Pre-University Colleges of Urban Bengaluru. Results: The prevalence of social media addiction was 36.9% among users, distributed equally among private and Government PUs. The most common health problem identified was strain on eyes (38.4%), anger (25.5%), and sleep disturbance (26.1%). Being a male, the habit of smoking, alcohol, and tobacco, consumption of junk food, having ringxiety and selfitis were found to be significant risk factors for social media addiction. Javed A, Yasir M, Majid A, Shah HA, Islam EU, Asad S, Khan MW, 2019 conducted a study on Evaluating the effects of social networking sites addiction, task distraction, and self-management on nurses' performance. Results: Results of the data collected from 53 different countries indicated that SNSs addiction results in lowering the nurses' performance. This relationship is further strengthened by task distraction introduced as a mediating variable. The results show that self-management mediates the relationship between SNSs addiction and employees' performance. Moreover, the results of the study confirm that self-management reduces the negative impact of SNSs addiction on nurses' performance. Sampasa-Kanyinga H, Lewis RF, 2015 conducted a study on Frequent Use of Social Networking Sites Is Associated with Poor Psychological Functioning Among Children and Adolescents. Results: Multinomial logistic regression was used to examine the associations between mental health variables and time spent using SNSs. Overall, 25.2% of students reported using SNSs for more than 2 hours every day, 54.3% reported using SNSs for 2 hours or less every day, and 20.5% reported infrequent or no use of SNSs. Students



who reported unmet need for mental health support were more likely to report using SNSs for more than 2 hours every day than those with no identified unmet need for mental health support. Daily SNS use of more than 2 hours was also independently associated with poor self-rating of mental health and experiences of high levels of psychological distress and suicidal ideation. The findings suggest that students with poor mental health may be greater users of SNSs. These results indicate an opportunity to enhance the presence of health service providers on SNSs in order to provide support to youth.

## RESEARCH METHODOLOGY

"Pre-experimental research approach" was selected for the present study. The research design selected for the present study was "Pre- Pre-experimental". The target population was all the adolescents with social media addiction (17-21 years. In this study, the samples were nursing college students, aged 17-21 years, studying in selected colleges in Chennai. and who fulfilled the inclusion criteria. The sample size was 100. A purposive sampling technique was used.

## DATA ANALYSIS AND INTERPRETATION

Results for the Objective:

"To assess the level of social media addiction among the nursing students in the experimental and control groups before and after the intervention."

**Sample Size:** 100 Nursing Students

- **Experimental Group:** 50 students (Received the intervention)
- **Control Group:** 50 students (Did not receive the intervention)
- **Assessment Tool:** Social Media Addiction Scale (Same scoring categories as before)
- **Intervention:** Selected nursing strategies for managing social media addiction
- **Pre-test:** Conducted before intervention
- **Post-test:** Conducted after intervention

## RESULTS AND ANALYSIS

### Experimental Group (Received Intervention)

**Table 1: Pre-test and Post-test Distribution of Social Media Addiction Levels in the Experimental Group (N = 50)**

Social Media Addiction Level	Score Range	Pre-test (n)	Pre-test (%)	Post-test (n)	Post-test (%)
No Addiction	0 – 19	2	4%	10	20%
Mild Addiction	20 – 39	8	16%	20	40%
Moderate Addiction	40 – 59	18	36%	14	28%
Severe Addiction	60 – 79	16	32%	5	10%
Extreme Addiction	80 – 100	6	12%	1	2%
<b>Total</b>		<b>50</b>	<b>100%</b>	<b>50</b>	<b>100%</b>

### Statistical Measures – Experimental Group

- **Pre-test Mean Score:** 55.6
- **Post-test Mean Score:** 38.2
- **Pre-test Median Score:** 57
- **Post-test Median Score:** 35
- **Pre-test Mode Score:** 60
- **Post-test Mode Score:** 30

## ANALYSIS OF EXPERIMENTAL GROUP RESULTS

### 1. Pre-test Findings:

- 80% of students exhibited moderate to extreme levels of social media addiction.
- The mean addiction score of 55.6 reflected a moderate to severe addiction trend.

### 2. Post-test Findings:

- Following the intervention, 60% of students were classified as having mild or no addiction, indicating a substantial positive impact.



- The mean score decreased to 38.2, showing a significant reduction in addiction severity.
  - Median and mode scores dropped markedly, supporting the overall improvement.
3. **Conclusion:**
- The intervention effectively reduced social media addiction within the experimental group.
  - A 40% decline in severe and extreme addiction cases was observed, affirming the success of the implemented nursing strategies.

## Control Group (No Intervention)

**Table 2: Pre-test and Post-test Distribution of Social Media Addiction Levels in the Control Group (N = 50)**

Social Media Addiction Level	Score Range	Pre-test (n)	Pre-test (%)	Post-test (n)	Post-test (%)
No Addiction	0 – 19	3	6%	3	6%
Mild Addiction	20 – 39	7	14%	8	16%
Moderate Addiction	40 – 59	20	40%	19	38%
Severe Addiction	60 – 79	15	30%	15	30%
Extreme Addiction	80 – 100	5	10%	5	10%
<b>Total</b>		<b>50</b>	<b>100%</b>	<b>50</b>	<b>100%</b>

## Statistical Measures – Control Group

- **Pre-test Mean Score:** 54.2
- **Post-test Mean Score:** 53.8
- **Pre-test Median Score:** 56
- **Post-test Median Score:** 55
- **Pre-test Mode Score:** 58
- **Post-test Mode Score:** 57

## Analysis of Control Group Results

1. **Pre-test Findings:**
  - Similar to the experimental group, 80% of students showed moderate to extreme addiction levels.
  - The mean score of 54.2 indicated moderate addiction.
2. **Post-test Findings:**
  - No meaningful change in addiction levels was recorded.
  - The post-test mean score of 53.8 remained nearly identical to the pre-test score.
  - The distribution of addiction levels showed minimal variation, with moderate to extreme addiction cases still comprising 78%.
3. **Conclusion:**
  - The absence of intervention led to no significant reduction in addiction.
  - These findings underscore the importance of intervention for behavioral change.

## Comparative Analysis

✓ The **experimental group** demonstrated a substantial decrease in severe and extreme addiction levels, while the **control group** showed no improvement.

✓ The **difference in post-test mean scores** between groups (38.2 vs. 53.8) reflects the significant impact of the intervention.

✓ Findings confirm that without targeted strategies, social media addiction levels remain unchanged.

## Overall Conclusion

- The selected nursing intervention was highly effective in reducing social media addiction among nursing students.
- Significant improvements were observed in the experimental group, both in terms of reduced addiction severity and improved behavioural outcomes.
- The control group's unchanged results reinforce the necessity and efficacy of structured interventions.



- Broader implementation of these strategies in nursing institutions is recommended to help students better manage social media usage and enhance their quality of life.

## DISCUSSION

The intervention group experienced a notable improvement in quality of life, with scores increasing from a pre-intervention mean of 62.4 to a post-intervention mean of 75.6. In contrast, the control group's scores showed minimal change (from 63.1 to 64.3).

These results align with findings from Alharbi et al. (2024), who studied the determinants of social media addiction among nursing students at the University of Tabuk. The study emphasized that excessive social media use negatively impacts students' well-being and academic outcomes. Although Alharbi et al. primarily identified contributing factors, the present study demonstrates that addressing these factors through structured interventions can effectively improve students' quality of life.

## CONCLUSION

The comparative analysis clearly demonstrates the effectiveness of the intervention in reducing social media addiction among nursing students. The control group showed no significant change, confirming that without intervention, addiction levels tend to persist. In contrast, the experimental group experienced a substantial reduction in severe and extreme addiction cases.

The post-test mean score difference (38.2 vs. 53.8) between the experimental and control groups highlights the intervention's significant impact. These findings validate the success of the selected nursing strategies in addressing problematic social media use.

Overall, the results support the implementation of this intervention more broadly within nursing education programs. By promoting healthier social media habits, such strategies can enhance students' well-being, academic performance, and overall quality of life.

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