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# A STUDY ON ADDICTION TO SOCIAL NETWORKING SITES AND PSYCHOLOGICAL WELL BEING AMONG WORKING ADULTS

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## ABSTRACT

Now a days, use of social networking sites is not only popular among adolescents but it has become a part of lifestyle of adults also. The use of social networking sites helps in many ways such as interacting with friends and loved ones, saving time in completing a work and getting many solution and suggestions for a problem. Using a social networking sites is good if it is used in a limited and self controlled way but excessive use of social networking sites leads to addiction and it can arise various problem like- FOMO, mental health, depression, anxiety, artificial light exposure which affects their psychological well-being. The present study was undertaken to find out the impact of addiction to social networking sites on psychological well being of working adults. The 120 working adults were selected from Jaipur city. Out of them, 60 adults were selected from government sector and the rest 60 adults were selected from private sector. The findings show a negative correlation between use of social networking sites and psychological well being of working adults. No significant difference was found in addiction to social networking sites and psychological well being of working adults of government and private sector. Addiction to social networking sites was found more or less similar among working men and women.

**KEYWORDS:** Adults, Addiction, Psychological Well Being, Social Networking Sites

## INTRODUCTION

Social networking websites are virtual communities that encourage and foster interaction among members of a group by allowing them to post personal information, communicate with other users and connect their personal profiles to others' profiles. The popularity of Social Networking Sites among people of all age group is a well known phenomenon now days. It has become an important part of today's' lifestyle. However the purpose behind using Social Networking Sites varies from individual to individual. As per the statistics of social media (2014), out of 1,256 million Indian population 106 million are active social media users. Since January 2014, 16 million new users has been added on Facebook. In other words it can be said that rough one new user join Facebook every second. In spite of this it is being estimated that social media diffusion in India remains at just 8%. India is the third largest country to used the social networking sites and photo sharing (R. dhingra, 2011). 72% of online adults visit facebook at least once a month. The popularity of twitter can be imagined by the fact obtained in this statics that shows 500 million Tweets are sent per day and 46% of Twitter user Tweet at least once in a day. The social networking sites has not been only used to post pictures or messages, instead it has been largely used for expression of thoughts and gaining knowledge on different topics. The statically figure shows that approximately more than 12 million people blog via social networks and 23% of internet time is spent on blogs and social network. The use of Social Networking Sites has no more been limited to the adolescent's age group Instead of adults too.

Ottaway, M. and A. Hamzawy (2011) observed that the social networking sites are being very much common in adults also now a days and young adults are majorly using because they easily spent their time with their friends through social networking sites In the current scenario

According to Mary Madden and Kathryn Zickuhr (2011)**,** adults are using social networking sites more frequently in this modern era. Pew Internet surveys observed that 50% adults are taking interest in using social networking sites and some of the researcher like Griffiths MD (2005), Echeburúa E, de Corral P (2010) observed that in the behaviour of addiction the researcher discuss that excessive use of social networking sites supposed to be a genuine addiction also.

**Use of SNS in Workplace**

In the modern era almost every organisation is using social networking sites according to their professional benefits for making a good relations with the consumers. Social networking sites affects to the organization to its productivity negatively but on another side it is becoming power for organization when it is used to build a good relationship with the employees of the organization to express them in a right way and to collect their information about the behaviour and training of the employees (Flynn, 2011). A mix result of use of Social Networking Sites has been found in researches. Few researches believed that the use of social networking sites results in more happy and productive employees. There are some other studies which believe that social networking sites is a reason for reduced the productivity and it results that it can waste time and adults are being addictive (AT&T, 2008; Bennett et al., 2010; Leidner et al., 2010; Li & Bernoff, 2008; Patel & Jasani, 2010). Some of the studies argues that social networking sites reduces the productivity in the workplace and as a result people ignore the possible benefits such as enhanced job satisfaction, higher organizational commitment, lower absenteeism, higher retention rates, higher innovative behaviour. The use of social networking sites in the place of work is adding value to the organizations and for the work related outcomes they did not get positive effects of social networking sites in work place (Accountemps, 2010; Nucleus, 2009; O' Murchu et al., 2004; Rooks by et al., 2009; Shepherd, 2011; Wave crest, 2006).

As a result many organisations has banned the use of Social Networking Sites in the workplace (Gaudin, 2009). A survey conducted by "Facebook costs business," 2007 estimated that approximately 233 million hours are being waste every month on social networking sites like Face book, what sapp etc.

People are being very much addicted to the social networking sites and it is becoming their habits to check their profiles many times in a day, chat with the friends, checking daily updates of their friends, changing the status, commenting or sharing their photos and videos on the social networking sites (Gaudin,2009). As a result, employees are getting distracted from their works and they are unable to give their proper attention to the office work.

Overuse of social networking sites has an impact on psychological well being in which the excessive use of the social networking sites has negative impact of addiction to social media is resulting in number of complex of psychological issues and disorders, one of these being a major condition is Fear of Missing Out. (Abbreviated to FOMO) It is a form of social anxiety and is a habitual concern that one might miss out on a new experience or a lucrative or satisfying event. It is mainly connected with social networking sits and mobile phones. An image and online article according to the gender FOMO levels are being higher in young people but mainly in men's and in January 2012 a survey of 768 adults and 60 teenagers shown the result that social media affects men rather than women. An online journal and guide of FOMO and digital dementia said that who always engaged with unfocused driving FOMO is very much affect those people and

screening that tabs on their peers is very much essential to them then their lives. In the journal and guide of FOMO suggested that if the particular people high level of FOMO they start feeling lonely because they use so many social networking sites that the contact of real face time with others increases the sense of isolation. It is observed that the digital dementia is a major issue in South Korea which has been build a exhaustion after playing a games at the end**.** It is a form of social anxiety and is a habitual concern that one might miss out on a new experience or a beneficial or satisfying event (Andrew Przybylski (2013).

The majority of research studies on social networking sites rely mainly on college student data (Clark & Roberts, 2010; Dwyer, 2007; Dwyer, Hiltz, & Passerini, 2007; Ellison, teinfield, & Lampe, 2007; Hargittai, 2008; Mainier & O'Brien, 2010) which might not be relevant to the adults doing jobs. Further there are very few in fact negligible numbers of studies on use of social networking sites by working adults and its impact on their psychological well being, especially in Indian context. At the backdrop of this the present study has been taken to find out the addiction of social networking sites among the government and private employees and its impact on their psychological well being.

## REVIEW OF LITERATURE

According to (Zickuhr, 2010) In 2010, 61% of adults used social networking websites, and Face book is the most popular Social Networking Sites (Jain, 2010) with over 900 million users (Facebook, 2012).

According to (AT&T, 2008; Bennett, Owers, Pitt, & Tucker, 2010; Leidner, Koch, & Gonzalez, 2010; Li & Bern off, 2008; Patel & Jasani, 2010) social networking sites, and their use in the workplace, have been controversial issues. Some argue that the use of social networking sites in the workplace leads to better employee productivity through effects on intermediate variables, such as higher morale.

According to Mary Madden and Kathryn Zickuhr (2011) observed that adults are also using internet up to 65% specially the social networking sites MySpace, Facebook or LinkedIn, and 61% in one year ago. Adults have doubled the data of using social networking sites it's largely been used 29% in 2008. Pew Internet surveys observed that 50% adults are taking interest in using social networking sites and it is very surprising that adults are using social networking sites very frequently in modern era rather than the other sites. The result analysed that in February 2005 that there were 8% of people who are using social networking sites and rest of the 5% are adults who are using them frequently. Social networking sites are being very much popular in young adults also.

Pfeil, U; Arjan, R; Zaphiris (2009), P, Fogel, J; Nehmad, E (2009), Jelicic, H; Bobek, DL; Phelps, E; Lerner, RM; (2007), Wilkinson, D; Thelwall, M, (2010) observed that men tend to have more friends on social networking sites than women whereas others have found the opposite In addition, men were found to take more risks with regards to disclosure of personal information Furthermore, one study reported that slightly more females used MySpace specifically (i.e., 55% compared to 45% of males).

According to Griffiths MD (2005), Shaffer HJ, La Plante DA, La Brie RA, Kidman RC, Donato AN, et al. (2004) observes that It is generally accepted that a combination of biological, psychological and social factors contributes to the etiology of addictions that may also hold true for social networking sites addiction. From this it follows that social networking sites addiction shares a common underlying etiological framework with other substance-related and behavioural addictions. However, due to the fact that the engagement in Social Networking Sites is different in terms of the actual expression of (internet) addiction (i.e., pathological use of Social Networking Sites rather than other internet

applications), the phenomenon may be worthy of individual consideration, particularly when considering the potentially detrimental effects of both substance-related and behavioural addictions on individual who experience a variety of negative consequences because of their addiction.

Griffiths MD (2005), Echeburúa E, de Corral P (2010) observed that in the behaviour of addiction the researcher discuss that excessive use of social networking sites supposed to be a genuine addiction also like- playing a video games, use of the internet, sex, exercise and so on and the social networking sites observed to explain as a addictive behaviour of the people.

According to (Accountemps, 2010; Nucleus, 2009; O' Murchu et al., 2004; Rooksby et al., 2009; Shepherd, 2011; Wave crest, 2006) these researches the use of social networking sites reduces productivity in a work place looked only at the time wasted as a result of social networking sites use in the workplace and ignored the possible indirect benefits such as job satisfaction higher organizational commitment, lower absenteeism, higher retention rates, higher innovative behaviour.

According Thomee, S. (2012), Gothenburg; Williams, R. (2013), Kotenko, J. (2013) that today adults have more stress in daily routine because today everyone wants to maintain their large network of facebook friends and they are feeling jealous of their friends now a days while seeing them well-recognized and well-allotted lives because and the stress of replying to the messages or addictive of upload attractive photos on Pinterest and daily updates of their status on twitter that fear them out from the activities of friends and families which increases their stress day by day.

**Objectives**

- To find out the addiction to social networking sites among government and private sector employees

- To find out the addiction to social networking sites among government and private sector employees with respect to gender

- To find out the psychological well being of government and private sector employees

- To find out the psychological well being of government and private sector employees with respect to gender

- To find out the impact of addiction to social networking sites on psychological well being of government and private sector employees

**Methodology**

**Research Design:** The present study was descriptive study using both quantitative and qualitative methods.

**Locale of the Study:** The locale of the study was Jaipur city.

**Sample:** The sample was including 120 working employees from government and private sectors by using Random sampling technique. Out of these 120 employees 60 was selected from government sector and the rest 60 employees was selected from private sector. Among these 60 employees from government sector, 30 male and 30 female employees were there. Similarly 30 male and 30 female employees were selected from private sector.

**Tools:** To measure psychological well being of adults, Ryff's Psychological Well Being tool was used and for addiction to social networking sites, Social Networking Sites Addiction tool developed by Bergen (2012) was used.

**Data Collection Procedure**

A formal consent from respective office authorities was taken. Then the tool was implemented individually by the researcher and additional information was collected.

**Statistical Analysis**

The data obtained was tabulated and analyzed in terms of the objectives of the study by using descriptive and inferential statistics on SPSS version 20.

## RESULTS AND DISCUSSIONS

**Table 1: Mean, SD and Coefficient of Correlation of Social Networking Sites Addiction and Psychological Well Being of Government and Private Employees**

|  | N | R | P |
|---|---|---|---|
| **SNS Addiction and psychological well-being** | 120 | -0.49 | 0.31 |

The above Table no. 1 shows that there is a significant correlation between addiction to social networking sites and psychological well being (r=-0.49.). The negative value of r indicates that the use of social networking sites is inversely related to psychological well being of government and private employees. That means with the increase use of social networking sites results in lowering of psychological well being of working adults. The impact of addiction to use of social networking sites on psychological well being of person is studied by many researchers and the result shows that it induces the FOMO, depression, anxiety, mental health problem, and stress (Andrew Przybylski (2013), Thomee, S. (2012), Gothenburg; Williams, R. (2013), Kotenko, J. (2013), Rosen et al., (2013)

**Table 2: Mean, SD and T Value of Psychological Well Being of Government and Private Employees**

|  | N | Mean | SD | T Value |
|---|---|---|---|---|
| **Government Employee** | 60 | 168.73 | 27.03 | $0.89^{NS}$ |
| **Private Employee** | 60 | 165.2 | 14.49 | |

The above Table no. 4 indicates that the psychological well being of government and private employees have no significant difference. So the null hypothesis Ho-2 which states that "There will be no significant difference between psychological well being of government and private sector employees" is accepted. But there is a difference in the mean value of government employees (m=168.73) and private employees (m=165.2). Apart from addiction to social networking sites there might be some other factors contributing to lower psychological well being of employees of private sector such as their job insecurity, performance based increment, extra workload, extra working hours and no time to interact with their family and friends. The employees of private sector are found to have more stress, anxiety, effect of mental health, FOMO, depression, compulsive behavior. (Andrew Przybylski (2013), Thomee, S. (2012), Gothenburg; Williams, R. (2013), Kotenko, J. (2013), Rosen et al., (2013), Drouin et al., 2012; Rothberg et al., (2010).

**Table 3: Mean, SD and t Value of Social Networking Sites Addiction in Government and Private Employees**

|  | N | Mean | SD | T Value |
|---|---|---|---|---|
| **Government Employee** | 60 | 62.36 | 24.89 | $0.63^{NS}$ |
| **Private Employee** | 60 | 66.06 | 38.11 | |

The above Table No. 2 indicates that there is no significant difference between addiction to social networking sites of government and private employees. That means they both use the social networking sites more or less equally. So the

null hypothesis Ho: 1 which States that "There will be no significant difference between addiction to social Networking sites among government and private sector employees" is accepted. The mean value shows the addiction of social networking sites among private employee (m=66.06) is little higher side than government employee (m=62.36). From this result it can be said that the use of social networking sites is equally frequent among adults irrespective of their employment sector (government & private).

Ashraf Naheed, Javed Tasawar (2014), conducted a study on Impact of Social Networking Sited on performance of employees of government and private banks. The similar result was found in the study that, social networking sites have become an integral part of everyone's life whether they work in government or private sector. A positive correlation was also found between the use of social networking sites and performance of employees in terms of their skill, knowledge, productivity and their motivation level. On the basis of above findings it could be suggested that the training program for employees should be designed according to the habits of using social networking sites by employees. They can make Facebook pages, Whatsapp group to screen out the required skill for new projects, to enhance skills, abilities, knowledge, productivity and motivation level of the employees. In fact there are many government and private organizations which have already created the communication channel for their employee with the help of these social networking sites system.

**Table 4: Mean, SD and t Value of Psychological Well Being in Government and Private Employees with Respect to Gender**

|  |  | N | Mean | SD | T Value |
|---|---|---|---|---|---|
| **Govt Employee** | **Male** | 30 | 168.6 | 5.33 | 0.088[NS] |
|  | **Female** | 30 | 168.86 | 15.31 |  |
| **Private Employee** | **Male** | 30 | 163.83 | 16.33 | 0.73[NS] |
|  | **Female** | 30 | 166.56 | 12.23 |  |

The above Table no. 4 shows that psychological well being among government and private employees with respect to gender. The 't' values of government and private employees (t =0.088, t =0.73) show that there is no significant difference in psychological well being of government and private employees with respect to gender. So the null hypothesis Ho-4 which states that "There is no significant difference in psychological well being among government and private sector employees with respect to gender" is accepted. But the mean value shows that in both the sectors females psychological well being of working adults affect more on government and private employees (m = 168.86, m = 166.56) as compared to males. (m= 168.6, m = 163.83). In context to female employees they do not get enough workload as compare to male employees and females employees also get support from their seniors employees thus there psychological well being is more as compare to male employees.

**Table 5: Mean, SD and t Value of Social Networking Sites Addiction in Government and Private Employees with Respect to Gender**

|  |  | N | Mean | SD | T Value |
|---|---|---|---|---|---|
| **Govt Employee** | **Male** | 30 | 66.06 | 29.19 | 1.16[NS] |
|  | **Female** | 30 | 58.66 | 18.97 |  |
| **Private Employee** | **Male** | 30 | 68.6 | 12.46 | 1.32[NS] |
|  | **Female** | 30 | 63.53 | 15.96 |  |

The above Table no. 3 shows the addiction of social networking sites among government and private employees with respect to gender. The 't' values government and private employees is (t =1.16, t =1.32) show that there is no significant difference in addiction of social networking sites among government and private employees with respect to gender. So the null hypothesis Ho-3 which states that "There is no significant difference between addiction to social

networking sites among government and private sector employees with respect to gender" is accepted. But the mean value shows that in both the sectors males are little more addicted to social networking sites ($m_{govt}$= 66.06, $m_{pvt}$= 68.6) as compared to females ($m_{govt}$= 58.66, $m_{pvt}$= 63.53). As responded by the female subjects, they have other duties to perform at home so after office hours they do not get enough time to visit their social networking sites, whereas males generally find free time to interact with their friends even after office time.
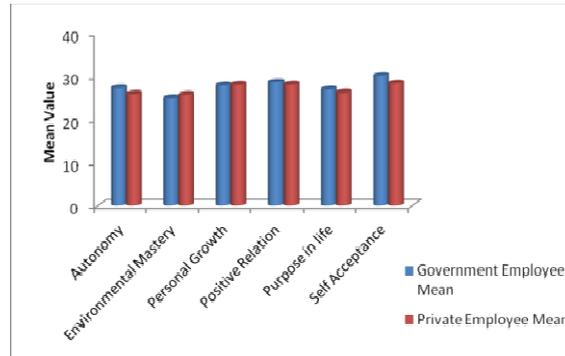


**Figure 1: Mean, SD and t value of Different Dimensions of Psychological Well Being in Government and Private Employees with Respect to Gender**

The above Figure 1 indicates that different dimensions of psychological well being was found non significant- Autonomy (t=1.40), environmental mastery (1.15), personal growth (1.47), positive relation (0.70), purpose in life (0.975), as compare to the value of self acceptance (2.26*) which is found highly significant. But there is a difference in the mean value of private employees (m=28.31) and government employees (m=30.18). As per the result might be government employees do not have any job insecurity or extra working hours and they spent their time with their family and friends. In private sector employees are found to have more stress, depression because of their more workload. (Andrew Przybylski (2013), Thomee, S. (2012), Gothenburg; Williams, R. (2013), Kotenko, J. (2013), Rosen et al., (2013)

**CONCLUSIONS**

The aim of the present study is to examine the impact of social networking sites on psychological well being of among government and private employees. The result reveals that the private and government employees are using social networking sites more or less equally; there is no difference in private and government employees for the usage of social networking sites. In today's life style the social networking sites like facebook, twitters are being the part of their world. Adults are more like to give their time to social networking sites instead of social gathering and to interact with their friends face to face. In some way, the usage of social networking sites is good because it can help in to make the job related task easier and faster and it also helps in interacting frequently with the friends and family members even if a person has limited time. It saves the time consumed in travelling to meet the friends and known ones. The popularity of these social networking sites are further accelerated with the availability of low range smart-phones which can be afforded by majority of middle class population. Now a day's adults are being addicted of social networking sites which arises various problems like- FOMO (Fear of missing out), mental health, anxiety, stress, depression, artificial light time exposure which are affecting the psychological well being of adults. The usage of social networking sites are good but addiction of social networking sites has negative effect on psychological well of adults. So there is a need of self regulation on the use of these social networking sites. It should not be used to such an extent that it affects the psychological well being of a person.

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