

Impact Of Social Media Addiction On Attention Seeking Behavior Among College Students In Erode District

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Citation: Dr. T. Enok Joel, (2024), Implications Of Transportation For Sustainable Energy Through Liquid Biofuels: A China-Based Research *Educational Administration: Theory and Practice*, 30(2), 1507-1513
Doi: 10.53555/kuey.v30i2.7795

ARTICLE INFO

ABSTRACT

This research examines the complex relationship between social media addiction and attention-seeking behavior among college students. As digital platforms increasingly influence the social landscape, it is essential to understand the impact of excessive social media use on individuals' behavior. The study seeks to determine the prevalence of social media addiction among college students and its correlation with attention-seeking behavior. Quantitative data will be gathered through a structured survey, assessing the frequency and duration of social media use, alongside standardized scales to measure addiction levels. Additionally, qualitative interviews will explore students' perceptions, experiences, and motivations concerning attention-seeking behaviors in both online and offline contexts. Ultimately, this research aims to inform strategies for promoting a balanced and mindful approach to social media use, contributing to a positive and supportive college environment.

Keywords: Social media addiction and attention seeking behavior

Introduction

In the rapidly evolving landscape of modern communication, social media platforms have become integral to individuals' daily lives, particularly among college students. While these platforms provide unprecedented opportunities for connectivity, self-expression, and information sharing, they also raise concerns about potential negative effects on users' mental health and behavior. This study explores the intersection of social media addiction and attention-seeking behavior among college students, aiming to illuminate the intricate dynamics of this relationship.

Background: The advent of social media has revolutionized how individuals engage with information and connect with others. College students, in particular, navigate a digital world where social interactions take place not only in physical settings but also across various online platforms. As social media use becomes increasingly pervasive, concerns about its addictive nature and its potential impact on behavior have drawn the attention of researchers, educators, and mental health professionals.

Research (Andreassen et al., 2016; Kuss & Griffiths, 2017) has consistently highlighted the relationship between social media addiction and compromised psychological well-being. Excessive use of platforms like Facebook, Instagram, and Twitter has been linked to higher levels of anxiety, depression, and low self-esteem, which may, in turn, drive individuals to seek attention online. The desire for attention on social media is often fueled by mechanisms of online validation. Seeking likes, comments, and shares becomes a means of boosting self-esteem (Turel & Qahri-Saremi, 2016). The more individuals are addicted to social media, the more likely they are to engage in attention-seeking behaviors to satisfy this need for validation.

Several studies (Lepp et al., 2014; Junco, 2015) have investigated the impact of social media addiction on academic performance. Attention-seeking behaviors on these platforms may distract students from their studies, leading to decreased academic achievement. The constant distractions and time spent seeking online validation can interfere with the learning process. The design of social media platforms, particularly the instant feedback loop through likes and comments, creates a reinforcing cycle (O'Reilly & Dogruel, 2019). Attention-seeking behaviors are positively reinforced, contributing to the addictive nature of social media use among college students.

Research by Marino et al. (2016) and Primack et al. (2017) suggests that interventions targeting social media addiction can positively affect attention-seeking behavior. Educational programs, counseling services, and

digital literacy initiatives have been identified as effective strategies to help students develop a healthier relationship with social media.

Social Media Addiction

Social networking sites use elements that set off an ongoing loop of interaction in an effort to capture users' interest. Many people agree that these platforms are addictive, and studies have shown similarities between social media use and addictive behaviors. Due to the demands of both social and academic life, college students may be especially prone to developing compulsive social media usage habits.

Attention-Seeking Behavior:

Human contact frequently involves attention-seeking behavior, which is defined as acts intended to attract attention or acknowledgment from others. People may use social media as a larger platform to attract attention by sharing their accomplishments, creating visually appealing material, or participating in thought-provoking conversations. A thorough research is necessary since the connection between attention-seeking behavior and social media addiction is still a complicated and understudied topic.

Impact of social media addiction on attention seeking behavior among college students

Social media addiction can have various impacts on individuals, including college students, and may contribute to attention-seeking behavior. Here are some potential effects:

Constant Need for Validation:

Social media platforms often encourage users to seek validation through likes, comments, and shares. Individuals addicted to social media may develop a constant need for external validation to boost their self-esteem.

Comparisons and Low Self-Esteem:

Continuous exposure to curated and idealized representations of others' lives on social media can lead to unrealistic comparisons. This may result in lower self-esteem and a heightened desire to seek attention as a way to compensate for perceived inadequacies.

Distracted Behavior:

Social media addiction can lead to increased distraction, affecting students' ability to focus on academic tasks. Attention-seeking behavior may arise as individuals try to compensate for their inability to concentrate or their fear of missing out (FOMO).

Impaired Interpersonal Relationships:

Excessive use of social media may hinder the development of meaningful face-to-face relationships. Attention-seeking behavior might emerge as individuals seek the same level of social interaction and affirmation online as they do in person.

Negative Impact on Mental Health:

Social media addiction has been linked to increased levels of anxiety, depression, and loneliness. Attention-seeking behavior may be a coping mechanism for individuals struggling with these mental health issues.

Shortened Attention Span:

The constant barrage of information on social media can contribute to a shortened attention span. College students addicted to social media may exhibit impulsive attention-seeking behaviors to fulfill their need for immediate gratification.

Impact on Academic Performance:

Social media addiction may negatively impact academic performance due to increased procrastination and reduced study time. Attention-seeking behavior could arise as a way for students to redirect attention to themselves rather than focusing on their academic responsibilities.

Risk-Taking Behavior:

Seeking attention on social media can sometimes lead to engaging in risky behaviors to garner more likes or comments. This behavior may extend beyond the online realm and manifest in real-life situations.

Isolation from Real-world Activities:

Social media addiction may lead to withdrawal from real-world activities and experiences. Attention-seeking behavior might then become a primary means of seeking social interaction and validation.

Difficulty in Forming Genuine Connections:

The constant pursuit of attention on social media may hinder the development of authentic and deep connections with others. Individuals may prioritize quantity over quality in their social interactions, leading to attention-seeking behaviors. It's important to note that not everyone who uses social media will exhibit these behaviors, and the impact can vary from person to person. Developing a healthy balance in social media usage and fostering self-awareness can help mitigate the negative effects of social media addiction on attention-seeking behavior.

Rationale for the Study

While previous research has examined the impacts of social media on mental health and addiction, there is a gap in understanding how social media addiction specifically relates to attention-seeking behavior among college students. This study aims to address this gap by employing a comprehensive approach that combines quantitative and qualitative methods, providing a holistic view of the phenomenon.

Significance of the study

The significance of the study on the impact of social media addiction on attention-seeking behavior among college students lies in its potential to contribute valuable insights to various stakeholders, including academia, mental health professionals, educators, and policymakers. The findings from this research have implications that extend beyond the academic realm, impacting the well-being and social dynamics of college students. Understanding the relationship between social media addiction and attention-seeking behavior can aid educators in developing targeted strategies for promoting responsible digital citizenship. Insights from the study may contribute to the design of educational programs that enhance students' awareness of the potential consequences of excessive social media use. The study has the potential to provide mental health professionals with a nuanced understanding of the psychological factors involved in social media addiction and attention-seeking behavior. This knowledge can inform the development of effective intervention strategies and counseling approaches tailored to the unique challenges faced by college students.

Policymakers can benefit from the study's insights to inform the development of guidelines and policies addressing social media use within educational institutions. This may include recommendations for promoting healthy digital habits, creating supportive online environments, and mitigating potential negative impacts on students' mental health. As social media continues to play a significant role in students' lives, the study can contribute to the promotion of digital literacy. By understanding the interplay between social media addiction and attention-seeking behavior, educators can integrate relevant content into curricula, fostering critical thinking and responsible online behavior among college students.

Objectives of the study

1. To find out whether there is a significant difference in the mean scores of Social Media Addiction with respect to
 - i. Gender
 - ii. Locality
 - iii. Type of family and
 - iv. Type of institution
2. To find out whether there is a significant difference in the mean scores of Attention seeking behavior with respect to
 - i. Gender
 - ii. Locality
 - iii. Type of family and
 - iv. Type of institution

Hypotheses of the study

- a. There is no significant difference between male and female college students with respect to Social media addiction
- b. There is no significant difference between rural and urban college students with respect to Social media addiction
- c. There is no significant difference between Joint family and Nuclear family college students with respect to Social media addiction
- d. There is no significant difference among Government, Government aided and self-finance college students with respect to Social media addiction
- e. There is no significant difference between male and female college students with respect to Social involvement and its dimensions.
- f. There is no significant difference between rural and urban college students with respect to Social involvement and its dimensions.
- g. There is no significant difference between Day scholar and Hosteller college students with respect to Social involvement and its dimensions

- h. There is no significant difference among Government, Government aided and self-finance college students with respect to Social involvement and its dimensions

Method of the study

The investigator has used survey method to study the impact of social media addiction on attention seeking behaviour among college students and selected psychological variables among college students. In the present study, the investigator used random sampling technique for selecting the sample.

Location of the study

The population of the present study includes the students who are studying in Arts & Science, Engineering and B.Ed Colleges in Erode District, Tamil Nadu.

Sample of the study

The investigator has selected 290 college students in the Erode District.

Tools used

1. Social media addiction tool is developed and standardized by the Sahin (2018)
2. Attention Seeking Behaviour tool is developed and standardized by investigator 2023 for the study.

Differential analysis

Null Hypothesis 1.1

There is no significant difference between male and female college students with respect to Social media addiction. In order to test the above null hypothesis 't' value has been calculated.

Table 1.1 The significance difference between male and female among College Students with respect to Social media addiction

Social media addiction	Gender	N	Mean	Std. Deviation	t value	Significance at 0.05 level
	Female	107	98.72	3.654	0.133	NS
	Male	183	99.71	4.027		

It is found from table number 1.1, that the calculated 't' value (0.133) is higher than the 0.05 level of significance. Hence the null hypothesis is accepted and it is concluded that there is no significant difference between male and female college students with respect to their Social media addiction.

Null Hypothesis 1.2

There is no significant difference between rural and urban college students with respect to Social media addiction. In order to test the above null hypothesis 't' value has been calculated.

Table 1.2 The significance difference between rural and urban among College Students with respect to Social media addiction

Social media addiction	Locality	N	Mean	Std. Deviation	t value	Significance at 0.05 level
	Rural	108	98.88	3.864	0.318	NS
	Urban	182	99.62	3.932		

It is found from table number 1.2, that the calculated 't' value (0.318) is higher than the 0.05 level of significance. Hence the null hypothesis is accepted and it is concluded that there is no significant difference between rural and urban college students with respect to their Social media addiction.

Null Hypothesis 1.3

There is no significant difference between Joint family and Nuclear family college students with respect to Social media addiction. In order to test the above null hypothesis 't' value has been calculated.

Table 1.3 The significance difference between Joint family and Nuclear family among College Students with respect to Social media addiction

Social media addiction	Family type	N	Mean	Std. Deviation	t value	Significance at 0.05 level
	Joint family	113	99.61	3.828	0.353	NS
	Nuclear family	177	99.18	3.974		

It is found from table number .3, that the calculated 't' value (0.353) is higher than the 0.05 level of significance. Hence the null hypothesis is accepted and it is concluded that there is no significant difference between Joint family and Nuclear family college students with respect to their Social media addiction

Null Hypothesis 1.4

There is no significant difference in Social media addiction among the College students with respect to Type of institution. In order to test the above null hypothesis 'F' value has been calculated.

Table 1.4 The significance of difference among the type of institution with respect to Social media addiction

Type of institution	Sum of Squares	df	Mean Square	F	t value	Significance at 0.05 level
Between Groups	42.553	2	21.277	1.391	.251	NS
Within Groups	4390.964	287	15.300			

From the above table number 1.4, since the 'F' value (0.251) is not significant at 0.05 level, hence the null hypothesis is accepted and it is concluded that there is no significant difference between students studying in Government, Government aided and management colleges with respect to their Social media addiction

Null Hypothesis 1.5

There is no significant difference between male and female college students with respect to Attention Seeking Behaviour. In order to test the above null hypothesis 't' value has been calculated.

Table 1.5 The significance difference between male and female among College Students with respect to Attention Seeking Behaviour

Attention Seeking Behaviour	Gender	N	Mean	Std. Deviation	t value	Significance at 0.05 level
	Female	345	149.92	5.294	0.291	NS
	Male	591	150.29	5.115		

It is found from table number 1.5, that the calculated 't' value (0.291) is higher than the 0.05 level of significance. Hence the null hypothesis is accepted and it is concluded that there is no significant difference between male and female college students with respect to their Attention Seeking Behaviour.

Null Hypothesis 1.6

There is no significant difference between rural and urban college students with respect to Attention Seeking Behaviour. In order to test the above null hypothesis 't' value has been calculated.

Table 1.6 The significance difference between rural and urban among College Students with respect to Attention Seeking Behaviour

Attention Seeking Behaviour	Locality	N	Mean	Std. Deviation	t value	Significance at 0.05 level
	Rural	332	149.96	5.013	0.387	NS
	Urban	604	150.26	5.274		

It is found from table number 1.6, that the calculated 't' value (0.387) is higher than the 0.05 level of significance. Hence the null hypothesis is accepted and it is concluded that there is no significant difference between rural and urban college students with respect to their Attention Seeking Behaviour.

Null Hypothesis 1.7

There is no significant difference between Joint family and Nuclear family college students with respect to Attention Seeking Behaviour.. In order to test the above null hypothesis 't' value has been calculated.

Table 1.7 The significance difference between Joint family and Nuclear family among College Students with respect to Attention Seeking Behaviour.

Attention Seeking Behaviour	Family type	N	Mean	Std. Deviation	t value	Significance at 0.05 level
	Joint family	361	150.18	5.083	0.888	NS
	Nuclear family	575	150.13	5.248		

It is found from table number .1.7, that the calculated 't' value (0.888) is higher than the 0.05 level of significance. Hence the null hypothesis is accepted and it is concluded that there is no significant difference between Joint family and Nuclear family college students with respect to their Attention Seeking Behaviour.

Null Hypothesis 1.8

There is no significant difference in Attention Seeking Behaviour among the College students with respect to Type of institution. In order to test the above null hypothesis 'F' value has been calculated.

Table 1.8 The significance of difference among the type of institution with respect to Social media addiction

Attention Seeking Behaviour	Type of institution	Sum of Squares	df	Mean Square	f value	Significance at 0.05 level
	Between Groups	129.610	2	64.805	.089	NS
	Within Groups	24979.543	933	26.773		

From the above table number 1.8, since the 'F' value (0.089) is not significant at 0.05 level, hence the null hypothesis is accepted and it is concluded that there is no significant difference between students studying in Government, Government aided and management colleges with respect to their Attention Seeking Behaviour.

Conclusion

In conclusion, the impact of social media addiction on attention-seeking behavior among college students is a significant concern that affects various aspects of their lives. The pervasive nature of social media platforms has created an environment where attention-seeking has become a common behavior with profound consequences. The constant need for validation and approval in the online world can lead to attention-seeking behaviors that extend beyond the digital realm, influencing real-life interactions, mental health, and academic performance. The feedback loop driven by likes, comments, and shares reinforces this behavior, contributing to a cycle that can be difficult to break.

Moreover, social media addiction distorts self-perception, as individuals often engage in image crafting and comparison, fueling the desire for attention to maintain a carefully curated online persona. This can strain interpersonal relationships, isolate individuals, and hinder the development of authentic connections.

Addressing the impact of social media addiction on attention-seeking behavior requires a multifaceted approach. Educational initiatives, counseling services, and awareness campaigns should be implemented to help students develop a healthy relationship with social media, foster self-esteem that is independent of online validation, and provide coping mechanisms for stress. Ultimately, mitigating the negative effects of social media addiction among college students is crucial for promoting their overall well-being, fostering positive interpersonal relationships, and creating an environment conducive to academic success. By understanding and addressing these issues, educational institutions can play a pivotal role in helping students navigate the challenges posed by excessive social media use and its impact on attention-seeking behavior.

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