



Investigating prevalence rate of Instagram addiction in young adults

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Abstract : The purpose of this research is to investigate prevalence rate of instagram addiction in young adults, My project is based on one sample t test. Currently Current study was conducted in online mode; questionnaires were circulated through Google forms via social media such as Instagram and whatsapp, There were total 107 respondents in that 33 were Male and 74 were female To achieve the objective, one questioner is used, INVESTIGATING PREVALENCE OF INSTAGRAM ADDICTION Questionnaire this questionnaire is being used, the result tells there is no significant difference in addiction level of instagram among males and females.

Keywords:-Instagram,Addiction,Adolescents,Adults

INTRODUCTION

The study deals with the development and validation of a test for Instagram addiction for adolescents and adults. Now a days there is a drastic shift in the usage of Facebook to Instagram, the authors planned to develop and validate a new test for Instagram addiction. A total of 327 individuals ranging from students in various disciplines to adults working in various fields was selected through simple random sampling and considered for the present investigation. The authors in consultation with the experts formulated an inventory having 34 statements pertaining to Instagram addiction among adolescents and adults. After initial face validation, the test was administered to more than 400 individuals, only 327 filled inventories were considered for development of TIA, after filtering the inventories for completeness and erratic answering. Later, the data were subjected to factor analysis and 6 components were derived through Factor analysis, which included components like Lack of control, Disengagement, Escapism, Health, and interpersonal troubles.

NEED OF THE STUDY.

The need to study is to Investigate prevalence rate of instagram addiction in young adults in both male and female because to understand how much young adults are addicted to instagram and how it affects their :-

- Mental health issues
- Social and interpersonal problems
- Academic and Professional Consequences
- Physical Health Issues
- Addictive Behavior

3.1Population and Sample

The population There were total 107 respondents in that 33 were Male and 74 were female To achieve the objective, one questioner is used, INVESTIGATING PREVALENCE OF INSTAGRAM ADDICTION Questionnaire , and the sample study comprised is 107 aged between 16-26 mostly from karnataka (Bangalore) in that The sample for 33 were Male and 74 were female, the subject were asked to answer the question based on their addiction on instagram,

3.2 Data and Sources of Data

For this study secondary data has been collected through a questionnaire method. Participants completed an online survey that included demographic questions, the investigating the prevalence rate of Instagram addiction in young adults (TIA scale). The survey was administered via a secure online platform to ensure data privacy and ease of access.

3.3 Theoretical framework

There has been two variables used. Instagram addiction is the independent variable and young adults viewing Instagram is a dependent variable.

RESEARCH METHODOLOGY

The methodology section outlines the aim and objectives that how the study is conducted. This includes hypothesis, tools, sample size, research design, and statistical used.

3.1 Sampling techniques:-

The sampling techniques to recruit participants from the age group of 16-26 years. Selective sampling method was used. This method facilitated the recruitment process and ensured a sufficient sample size within the specified age range. Additionally, purposive sampling was utilized to ensure that participants represented a diverse range of backgrounds and experiences, enhancing the generalizability of the study findings. By intentionally selecting participants who met the specific criteria of being young adults within the designated age range, the researchers were able to gather relevant data pertinent to the study objectives. Overall, the combination of convenience and purposive sampling techniques enabled the researchers to effectively recruit participants who met the study's criteria and contributed valuable insights to the research topic.

3.2 Statistical analysis :- In this study, a series of statistical analysis techniques were employed to uncover the addiction of Instagram in young adults both male and female. The statistical analysis for this study was conducted to examine the relationships and differences outlined in the objectives and hypotheses. To test the hypotheses, a series of inferential statistical tests were employed. Independent samples t-tests were used to explore the impact of gender on the addiction of Instagram in young adults.

3.3 Description of the tools:- The INVESTIGATING PREVALENCE OF INSTAGRAM ADDICTION Questionnaire is to assess how many young adults are addicted to Instagram and between both male and female who is being addicted.

3.4 STATISTICAL TOOLS:- The data organization and calculation of correlation coefficients were executed using SPSS, a widely recognized statistical software package. With SPSS, the collected data on participants' personality traits and music genre preferences were efficiently organized and analyzed. The software's capabilities facilitated the computation of both Pearson and Spearman correlation coefficients. This utilization of SPSS streamlined the statistical analysis process, ensuring accurate and systematic exploration of the relationships under investigation. Microsoft Excel was also used in the preliminary stages of data gathering and organization, and Microsoft Word was used for organizing all the information into this document.

3.4.2 PROCEDURE:

participants recruitment

- Participants were recruited using a selective sampling techniques of young adults aged 16 to 26 years. Recruitment was conducted through university announcements, social media platforms, and community bulletin boards to reach a wide audience, WhatsApp.
- Before participating, all potential participants were informed about the study's purpose, procedures, and ethical considerations, including confidentiality and the voluntary nature of their participation. Informed consent was obtained electronically from all participants.
- Data Collection:- Participants completed an online survey that included demographic questions, the investigating the prevalence rate of Instagram addiction in young adults (TIA scale). The survey was administered via a secure online platform to ensure data privacy and ease of access.
- Survey Administration:- The survey was designed to take approximately 10-15 minutes to complete. Participants were instructed to answer all questions honestly and to reflect on their experiences with both their mothers and fathers separately. Clear instructions and definitions were provided to ensure consistent understanding of the terms used in the survey.
- Data Analysis: :- Upon completion of data collection, the responses were compiled and prepared for statistical analysis. Descriptive statistics were calculated to summarize the demographic characteristics and the scores from the investigating prevalence rate of Instagram addiction and Test for Instagram Addiction (TIA).
- Inferential statistical tests were conducted to test the study's hypotheses:- Investigating prevalence rate of Instagram addiction in young adults 13
- Independent Samples t-tests: These were used to compare perceptions of autonomy for the Instagram addiction in young adults and differences between the perceptions between male and female subjects.
- Pearson Correlation Coefficients: These were calculated to examine the addiction level in young adults in both male and female.

3.4.2.1 Reporting Results and Discussion:

- The results were compiled and interpreted in the context of existing literature. The findings were reported in detail, including the statistical significance, effect sizes, and confidence intervals for each analysis.
- A discussion section followed, where the implications of the findings were analyzed. This included comparing the results with previous research, exploring the potential reasons behind observed patterns, and discussing the theoretical and practical for investigating prevalence rate of Instagram addiction in young adults.

Conclusion :- The study concluded with a discussion of the implications of the findings for investigating prevalence rate of Instagram addiction of young adults. Recommendations for future research and interventions were also provided.

3.4.2.2 ETHICAL ISSUES:

1. This research work has been done in accordance with all ethical norms and care has been taken to follow principles .
2. The data has been collected with due consent from every individual who has participated in the study.
3. All participants have been informed priorly about the purpose of this research.
4. All data has been kept confidential and it will be made sure that it is not misused.
5. It will also be made sure that the personal details are not revealed to anyone or missed for any purpose.
6. Standard tools have been used for data collection

3.4.3 Result

Table 1

Descriptives

Notes		
Output Created		07-JUN-2024 13:58:23
Comments		
Input	Active Dataset	DataSet3
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	108
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=Gender total /STATISTICS=MEAN STDDEV MIN MAX KURTOSIS SKEWNESS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Table 2



Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness			
						Statistic	Std. Error		
Gender	107	1	2	1.69	.464	-.842	.234		
total	108	0	103	61.10	17.915	-.154	.233		
Valid N (listwise)	107								

Table 2 depict the descriptive statistics in investigating prevalence of instagram addiction in young adults both male and female among 107 participants. The mean indicated the value 61.10

Table 3

T-Test

Notes		
Output Created		07-JUN-2024 13:59:42
Comments		
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	Split File	<none>
	N of Rows in Working Data File	108
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=Gender(1 2) /MISSING=ANALYSIS /VARIABLES=total /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Table 4

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
total	Male	33	64.33	15.072	2.624
	Female	74	60.49	17.737	2.062

Table 5

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df				
total	Equal variances assumed	1.595	.209	1.083	105				
	Equal variances not assumed			1.153	71.738				

3.4.3.4

Discussion :-

The current study aimed to investigate prevalence rate of Instagram addiction in young adults. Additionally, it examined gender differences in these perceptions. The findings provide important insights into how young adults are addicted to Instagram. The results indicated significant differences in young adults' addicted to Instagram; there is no significant Instagram addiction in both male and female. These findings align with Hypothesis 1, suggesting that gender influences the Instagram addiction. The independent samples t-tests provided strong evidence supporting Hypothesis 1. The researchers requested few experts to retouch, correct and obtain the names of the various factors, such as Lack of control, Disengagement, Escapism, Health and interpersonal disturbance, Excessive use and obsession. The reliability coefficients of the statements employed shows that TIA is highly reliable with the coefficients which varied from 0.680 to 0.863. The test, which measures addiction in 6 components is highly significant ranged from .388 to .679. All of the obtained correlation coefficients were found to be significant at .001 level. High score on the individual components or total addiction reflect higher addiction on Instagram. Addiction of any nature affects bio-psycho-social functioning of the individual negatively. In today's world technology addictions are wide spread, and not even children are spared. Instagram usage is the latest trend among adolescent and adults, which affects their education and work settings adversely. Developing tests like TIA have clinical implications to study the individual's extent of Instagram addiction and its impact on psychosocial functioning, so that necessary strategies/therapies can be planned to help out the individuals trapped in Instagram addiction.

3.4.3.5**Limitations of research**

- Resource Demands: Time, funding, and expertise required.
- Limited Generalizability: Findings may not apply broadly.
- Complexity: Difficulty isolating specific causes or effects.
- Stigmatization: Risk of unintentional stigmatization.
- Platform Changes : Research may quickly become outdated.
- Using Larger and More Diverse Samples: Increase the sample size and ensure it is representative of the broader population.
- Validating Measurement Tools: Employ well-validated and reliable instruments to measure Instagram addiction.
- Combining Methods: Use a mix of quantitative (surveys) and qualitative (interviews) methods to provide a comprehensive understanding.
- Longitudinal Studies: Conduct longitudinal research to observe changes and causality over time.
- Cross-Cultural Research: Consider cross-cultural studies to understand how cultural differences affect Instagram addiction.

3.4.3.5

Conclusion:- To conclude with it his research reveals a significant prevalence of Instagram addiction, particularly among adolescents and young adults. The addiction is associated with negative psychological effects, including increased anxiety and depression. Factors contributing to this issue include the platform's design, social pressures, and the instant gratification provided by likes and comments. To address Instagram addiction, it is essential to implement educational programs, awareness initiatives, and consider changes to the platform's design to promote healthier usage patterns. Future research should continue to explore effective strategies for prevention and intervention, aiming to mitigate the impact of Instagram addiction on mental health.

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APPENDIX

TSI scale questionner

- 1) My performance or productivity (work/ studies) has been affected due to Instagram
- 2) I am not able to concentrate on my studies/work due to use of Instagram.
- 3) My routine is disturbed due to use of Instagram.
- 4) I say "just a few more minutes" to myself when online but continue to use it.
- 5) I say "just a few more minutes" to myself when online but continue to use it.
- 6) People often comment negatively on the amount of time I spend on Instagram
- 7) Going to Instagram is the first thing I do when I wake up
- 8) I feel energized and happy while using Instagram
- 9) I feel like I am missing something when I am unable to use Instagram
- 10) I have an urge to spend more and more time on Instagram.
- 11) I spend longer time than what I meant to on Instagram
- 12) I keep checking what the recent updates or the current trends are.
- 13) I block disturbing thoughts by using Instagram
- 14) I use Instagram when I am stressed.
- 15) When I want to get away from certain thoughts I use Instagram
- 16) I use Instagram as a get away from reality
- 17) I forget to eat in time due to use of Instagram.
- 18) I have backache due to use of Instagram
- 19) Since I started using Instagram, my interaction with my family has reduced.
- 20) Instagram use has negatively affected my physical health.
- 21) I become restless when I am denied/unable to use Instagram
- 22) I try to hide my time spent on Instagram from others.
- 23) I often upload photos or videos on Instagram
- 24) I feel compelled to post pictures soon after a meeting or an event
- 25) I feel unhappy over the number of likes and the comments I get.
- 26) I keep checking how many people have liked or commented or viewed my posts

