



STUDY OF RELATIONSHIP BETWEEN SM ADDICTION AND BEHAVIOURAL ANXIETY AMONG ADOLESCENTS

KM Kashika

Department of Clinical Psychology, OPJS University, Churu, Rajasthan

Dr. Bobinder Singh

Department of Clinical Psychology, OPJS University, Churu, Rajasthan

ABSTRACT

When it comes to teens and SM, images are king. Modern day beauty standards are spread through SM. Teens may develop behavior-based anxiety after being exposed to these cultural beauty norms. The effects of SM addiction and behavioural anxiety in adolescents were studied in this cross-sectional study. A total of 340 Indian adolescents from the Mumbai area were chosen as respondents for this research. The data was gathered with the use of a questionnaire, the Behavioural Anxiety Scale (BAS), and the SM Addiction Scale (SMAS). Addiction to SM is particularly widespread among teens (24.4 percent). No correlation between adolescent SM use and behavioural anxiety was found. Anxiety is more common among teenage girls who suffer from SM addiction, have a history of anxiety disorders, think their family's financial situation is precarious, or believe they are influenced by celebrities or other public figures on the platform. This study's significance lies in the fact that it establishes a causal link between behavioural anxiety and variables such as gender, income perception, time spent on SM, influencer impact, and SM addiction. Accordingly, teenage social behavioural anxiety is likely to be exacerbated by time spent on SM and being affected by SM influencers, posing a threat to their mental health.

Keywords: *SM addiction, Behavioural anxiety, Adolescents, Mumbai, India.*

INTRODUCTION

Adolescents put a premium on identity development, self-expression, friendship, and social approbation because of the profound social, emotional, and cognitive changes that take place during this period (Dahl et al., 2018). Teenagers are especially interested in making new friends, and thanks to social media (SM), they can stay in touch with their classmates no matter where they are or what they're doing (Shapiro & Margolin, 2014). While the extent to which teens are accepted in the real world is debatable, the number of "followers," "approves," and "shares" they get on social networking sites can be quantified with certainty. Teenagers rely heavily on SM sites like Facebook and Instagram to gauge their level of popularity among their peers. In addition, teens may tend to their emotional requirements in whichever way they see fit on SM due to the lack of parental monitoring (Dahl et al., 2018). Earlier literature show that 90%–96% of 12–18-year-olds use at least one SNS, and that they spend an average of 3 hours a day doing so (Vannucci et al., 2020).

Adolescents' mental health is adversely affected by their usage of SM, which causes them to constantly compare themselves to their peers. Adolescents tend to compare themselves to their classmates in terms of physical appearance, life history, and skill set after seeing SM posts that reflect certain ideals. Teenagers are already under a lot of pressure from their peers, and this situation just makes things worse. Depression, worse academic achievement, body image dissatisfaction, risky behaviour, and eating disorders have all been linked to adolescent SM usage, according to a recent research (Oswald et al., 2020). A large amount of research on the effects of SM on adolescent and young adult body image and dissatisfaction indicates a strong correlation between SM use and behavioural anxiety (Holland & Tiggemann, 2016). Therefore, studies on the effects of SM on the mental habits and self-image of young people are urgently needed. While studies have been conducted on the effect of SM on teens' body personality, the study found no data on the impact of SM on teens' social behavioural anxiety. This research paper will guide close a gap in the existing literature.

1. It is possible to extrapolate the following as the study's objectives:
2. To determine how common teenage SM addiction is.
3. To investigate whether or whether teenage SM use is associated with increased levels of behavioural anxiety

MATERIAL AND METHOD

Study design

This research focuses on description and correlation. Students in the Mumbai area of India's high schools, aged 14 to 19, participated in the research. Teenagers who passed the mentioned criteria and had comparable demographics have been considered for the analysis. Approximately 340 young adults took part in the research.

Data collection

Two questionnaires, the Behavioural Anxiety Scale (BAS) and the SM Addiction Scale, were used to compile the data (SMAS). There were 18 items on this form, all of which pertained to the socio demographics of teenagers (age, gender, and SM usage characteristics, etc). Google forms was used to bring the data collecting tools into the digital realm.

Data analysis

SPSS 22 was used to do the analysis on the collected data. For this data study, we employed both descriptive statistics (such as frequency and percentages) and hierarchical regression analysis. Acceptance of data significance was marked and collected at a p-value < 0.05 with a 96% confidence range.

RESULT AND DISCUSSION

Table 1- SM usage characteristics of adolescents

The Traits of a SM User	n	%
Daily time online		
0–1 hr	24	6.9
1 hr	37	10.9
2 hr	76	22.3
3 hr	85	25.1
4 hr	87	25.7
>5 hr	31	9.1
Increase in the variety of SM sites		
1	114	33.5
2	113	33.2
3	67	19.7
4	35	10.4
5	11	3.2
Most used SM platforms		
FB	8	2.4
Insta	244	71.6
Twitter	26	7.7
Snap chat	32	9.6
Tik-Tok	30	8.7
Number of Shares		
Selfies	51	15.1
Videos	31	8.8
Self pics	137	40.4

Others shares	121	35.7
Youtube platform Usage		
Yes	36	10.8
No	304	89.2
Following SM influencers		
Yes	176	51.7
No	164	48.3
No of SM influencers actively followed		
None	104	30.8
1	44	12.6
2	59	17.5
3	41	12.0
>4	92	27.1
SM influencer Posts/Interests		
Personal	74	21.8
Fitness	27	7.8
Diet	21	6.3
Mimic posts	150	44.2
Video games	68	19.9
Influenced by SM influencers		
Yes	110	32.7
No	230	67.8
Total	340	100.0

Table 1.2 Correlations between the youths' mean rating scale and SM use features

Online Time					
The number of SM channels used	0.306**				
No of influencers being followed	0.274**	0.214**			
BAS	0.334**	0.083**	0.144**		
SMAS	0.486**	0.233**	0.213**	0.585**	
EES-C	0.057*	0.025	0.02	0.03	0.04

Table 1.3 The relationship between Behavioural Anxiety and SM usage

Determinants	Behavioural Anxiety							
	β	SE	β	p	96% CI	R2	R2	Model p
Model 1								
Gender	4.470	0.86	0.13	<0.001	2.77–6.16	0.03		<0.001
Income								
Low	4.55	1.03	0.120	<0.001	2.52–6.5			
High	-0.78	1.17	-0.18	0.50	-3.09-1.5			
Model 2								
Gender	2.28	0.89	0.07	0.01	0.524–4.04	0.31*	0.28	<0.001
Income								
Low	3.10	0.87	0.08	<0.001	1.384–4.82			
High	-0.62	0.9	-0.01	0.530	-2.563-1.31			

Everyday online time	1.69	0.27	0.150	<0.001	1.154–2.24			
Accepting that influenced by influencers	4.40	0.78	0.13	<0.001	2.861–5.95			
Influencer posts/Interests								
Video Game	3.31	1.54	0.08	0.03	0.276–6.35			
Nutrition and diet	5.22	1.87	0.08	0.005	1.541–9.91			
Personel care	1.06	1.48	0.28	0.47	–1.857–3.97			
Mimic posts	2.33	1.35	0.07	0.08	–0.329–4.99			
SMA	14.95	0.88	0.41	<0.001	13.18–16.66			

* adjusted R2

(Gender coded as boy = 0, girl = 1: SMA coded as non addict = 0, addict = 1)

Hierarchical regression analysis was used in the research to identify the factors of teenagers' behavioural anxiety. Model 2 better describes the factors of behavioural anxiety. Behavior anxiety was shown to be associated with gender, low socioeconomic status, time spent on social media, being affected by influencers, and following influencers that provide digital video games, diet content, as well as addiction to social media ($R^2 = 0.31$; $p < 0.001$). SM addiction is the greatest predictor of behavioural anxiety in this model ($\beta = 14.952$, $p < 0.001$).

A lack of financial literacy, an unhealthy dependence on social media, and an unhealthy level of influence from social media influencers in the areas of nutrition and food were all shown to be related with higher levels of behavioural anxiety in this research. Teenagers and young adults' body image, happiness, envy, and appearance anxiety are all seen to be the result of the social comparison hypothesis, which is exacerbated by their use of SM. Festinger's (1954) social comparison theory states that adolescence is a time when individuals are most focused on improving themselves and evaluating how well they are doing in a particular area via comparison to others (Myers & Crowther, 2009). People judge their own success by how they compare to others around them. Contrast this with downward comparisons, in which one person is held up as an example of how one should not act (Festinger, 1954). To paraphrase sociocultural theory, the link between SM use and behavioural satisfaction is likely influenced by the internalisation of appearance norms and social comparisons (Rodgers & Melioli, 2016).

Students were interviewed and many of them admitted that they compare themselves to others on SM due to the volume of information accessible to them (Fox & Moreland, 2015). According to the data, female are more likely than male to use SM to evaluate their own attractiveness in relation to that of others (Haferkamp et al., 2012). Research suggests that social comparisons have a major role in developing of jealousy in women in regards to SM influencers (Chae, 2018). Overwhelming cognitive internalisation, which encourages appearance comparisons and stress about unfavourable appearance assessment, is linked to excessive SM use and poor body image, as stated by Yang et al. (2020). There is a correlation between SM use and low self-esteem because users are more likely to compare themselves to the idealised versions of themselves they see on the platform (Jarman et al., 2021; Wang et al., 2017). SM users who often examine the flawless profiles of their favourite influencers are more likely to feel inferior to their peers, according to social comparison theory and previous studies (Panjraht& Tiwari, 2021).

The idealised appearance and substance of influencers may have damaged the perception of social attractiveness among young people who are addicted to social media, follow and are also impacted by influencers. In accordance with the Social Comparison Theory, the more time teenagers spend on SM, the more they worry about how they seem to others because they internalise the beauty standards set by the people they look up to. The findings are supported by those of Boursier et al. (2020), who discovered that poor SM use may be a trigger for teens' social appearance worry. Growing concern has been voiced that adolescents, in particular, may develop negative SM habits as a result of their preoccupation with visually presenting themselves online. As a consequence, it's important to look into whether or not there's a circular relationship between social anxiety and overuse of SM.

CONCLUSION

Higher levels of behavioural anxiety are found in adolescents who are addicted to social media, are female, believe their families have a low income, follow influencers on social media who provide information about food and nutrition, and adolescents who say they are influenced by other individuals on social media. The manifestation of anxiety in behaviour is also connected to these factors. As a result, it is essential to provide them with training on the appropriate use of social media and to organise events that are catered exclusively to them.

Even while utilising social media as a communication tool might be beneficial for teenagers, the ignorant and excessive usage of sites like these could have unintended negative implications. The development of negative emotional, behavioural, and social difficulties in teenagers has been linked to negative thinking. More research has to be done to determine the impact that social media and influencers have on the health of teenagers and the most effective approaches to mitigate the harmful consequences of these factors. The findings of this research add to our knowledge of how certain characteristics of teenagers' use of social media are connected with greater behavioural anxiety. When medical professionals interact with children, their professional expertise will be enriched by this research because they will gain insight into individual variances in social behavioural concerns and aspects of SM usage. This will allow medical professionals to better serve the needs of children. It is essential, in order to mitigate the deleterious consequences that social media addiction has on teens' health, that research be conducted on the prevalence of addiction among this age group. This research provides light on important risk factors that lie behind the psychological processes that promote teenage behavioural anxiety. One of these aspects is the adolescents's readiness to follow and be persuaded by social media influencers.

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