

**“A STUDY TO ASSESS SOCIAL NETWORK ADDICTION
AMONG ADOLESCENTS IN A SELECTED COLLEGE IN
BANGALORE”.**

By

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IV BSc N

**Research project Submitted to
Smt. Nagarathamma college of Nursing, Bangalore**



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2013

ABSTRACT

BACKGROUND

Adolescence describes the teenager years between 13 to 19 years it can be considered the transitional stage from childhood. Adolescent can be a time of both disorientation and discovery. The transitional period can bring up issues of independence and self identity.¹

Adolescence is a time when children begin spending more time with peers and less time with parents, making peers an increasing important source of influence.² Children are using social media to accomplish the eternal goals of adolescent development, which include socializing with peers, investigating the world, trying on identities and establishing independence.³

Because of their limited capacity for self regulation and susceptibility to peer pressure, children and adolescents are at some risk as they navigate and experiment with social media. Hence online social networking and internet communication is becoming widely popular with adolescents.^{4,5}

Social networking sites are virtual communities where users can create individual public profiles, interact with the real life friends and meet other people based on shared interest. They are seen as 'Global consumer phenomenon' with an exponential rise in usage within the last few years. Anecdotal case study evidence suggest that social networks on the internet may be a potential mental health problem for some users.⁶

Using social media becomes a risk to adolescents more often than most adults realize. Most risk fall into the following categories; peer to peer,

inappropriate content, lack of understanding of online privacy issues and outsider influences of third party advertising groups.⁷

Hence the present study is aimed to assess social networking addiction among adolescents in a selected college in Bangalore.

OBJECTIVES OF THE STUDY

1. To assess social networking addiction among adolescent using Bergen's facebook addiction scale.
2. To determine the association between social networking addiction and selected demographic variables.

ASSUMPTIONS

There will be significant level of social networking addiction among adolescent.

In the present study, descriptive approach was selected. The structured questionnaire on social networking addiction was developed by the researcher and Bergen's face book addiction scale was adapted to collect the data. The pilot study was done in Krishna Pre university college, Bangalore and the main study was conducted Acharya Pre University College at Soldevanahalli, Bangalore, with the sample size of 100 adolescent aged 16-19 years. The samples were selected by using purposive sampling technique and the collected data was analyzed and interpreted based on descriptive and inferential statistics.

RESULTS

The analyzed data from the demographic information of the adolescents reveals that majority 58% of adolescent belong to age group of 16-17years, majority 53% were females, majority 57% is pursuing their IPUC, maximum 45% use facebook, maximum 39% use for 1hour-3hours, majority 54% have easy accessibility,

maximum 33% use for socializing, maximum 30% are using for 3-5years, maximum 47% log in for 2-4 times per day.

Majority 78% (78) are social network addicts, 14%(14) are possible addicts and 8%(8) are normal.

CONCLUSION

The present study attempted to assess social networking addiction among adolescents in a selected college of Bangalore. Addiction demands serious levels of dependency. Nursing interventions can alleviate many problems of the adolescents, creating a definite system of support. There is a clear need for more education, advice and support for addicted adolescents.

KEY WORDS: Social networking and Addiction.

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