

A STUDY ON PREVALENCE OF FACEBOOK ADDICTION AMONG GENERAZION ‘Z’ COLLEGE STUDENTS

¹Mr.D. Nidhyananth, ²Dr.R.Vanathi

¹Head of the Department, ² Assistant Professor

¹ Department of Management Studies,

¹ Erode Sengunthar Engineering College, Perundurai

Abstract: Social media such as face book provides an online user-friendly facility to the people to share their personal or professional profiles by linking with other users with whom they share a common interest. Facebook addiction interfered with addicts’ academic performance and it is found that great number of students spends most of their time on Facebook which affects the academics. Totally 100 samples were taken for this study and were interviewed through using structured questionnaire. The study exposed high (51 %) prevalence of face book addiction among college students i.e., generation ‘Z’ and also a strong association was determined between face book addiction and academic performance of student.

Index Terms - Facebook Addiction; Generation’s’ ; Psychological Disorder.

I. INTRODUCTION

“GENERATION Z”:

The word “generation” embraces some meanings even more important than just the connotation itself. A generation is not formed only by people born in the same time period but is built by people who have been molded by a certain period or certain year having the same kind of political or cultural influence. Such experiences in common have made them linked to the same feeling, the sentiment of belonging to that particular generation (FORQUIN, 2003). While Parry and Urwin (2011) define generation as "a set of historical events and related phenomena that creates a distinct generational gap".

The present generations which are part of the historical records are known as “veterans”, “baby boomers”, “X” generation, “Y” generation, “Z” generation and the latest one, the “Alpha” generation. (Oliveira et al., 2012, p. 29).

Generation Z born between 1995 –2012, who is widely known as “Centennials”, “Digital Natives”, “Me Generation” and “Generation N” (Feiertag& Berge, 2008). These individuals are extremely keen on the digital world and therefore it’s imminent to inquire whether digital natives would be more intelligent, agile, independent and self-taught than their teachers, their parents or any other member of previous generation (Kampf, 2011).

Born in the era of technological diversity environment, most of Generation Z are familiar with internet and social networking websites as they were introduced by their parents at the early age of their life. They are highly encouraged and nurtured by their parents in indulging into the world of technology at the very early stage. Since they were born in the era of technological diversity, Generation Z also known by other names such as Gen Z, iGeneration , Gen Tech, Net Gen, Digital Natives, Gen Next, Post Gen and Plurals (Turner, 2015;Feiertag& Berge;2008; Wiedmer, 2015).

Generation Z is the latest generation that is currently growing up and will be dominating the world in the next several decades (Wiedmer, 2015).

1.1 INTERNET AND SOCIAL MEDIA:

Bargh and McKenna (2004),The Internet is the latest in a series of technological breakthroughs in interpersonal communication, following the telegraph, telephone, radio, and television. It combines innovative features of its predecessors, such as bridging great distances and reaching a mass audience. However, the Internet has novel features as well, most critically the relative anonymity afforded to users and the provision of group venues in which to meet others with similar interests and values.

Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein, 2010, p. 61). We consider social media in the broadest sense of the term and define it as any online service through which users can create and share a variety of content. Although social media have existed from the birth of Gen Y (1981), they were widely adopted after 2003 (Boyd &Ellison, 2008). They encompass user-generated services (such as blogs), social networking sites, online review/rating sites, virtual game worlds, video sharing sites and online communities, whereby consumers produce, design, publish, or edit content (Krishnamurthy & Dou, 2008).

1.2 FACEBOOK ADDICTION:

In this context addictive use is characterized by “being overly concerned about online activities, driven by an uncontrollable motivation to perform the behavior, and devoting so much time and effort to it that it impairs other important life areas” (Andreassen&Pallesen, 2014, p. 4054). Although anybody who has access to the facebook (irrespective of age, gender, or social status) can potentially develop an addictive use of technology, there are specific demographic factors that tend to increase the risk (Kuss et al., 2014)

II OBJECTIVES OF THE STUDY :

1. To determine whether Generation ‘Z’ students are addicted to face book
2. To measure the level of prevalence of facebook addiction among Generation ‘Z’
3. To investigate the correlation between Generation ‘Z’ social media addiction and academic performance.
4. To investigate the time used to access facebook

2.2 RESEARCH METHODOLOGY:

Research Method: Descriptive research

Sampling Method: Convenience Sampling

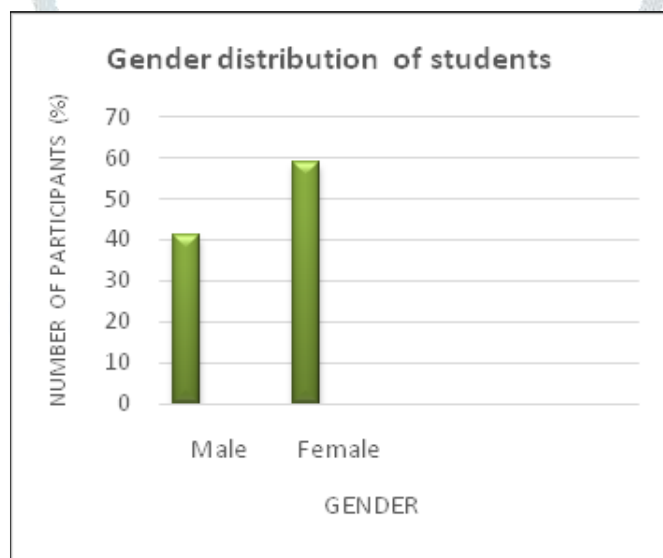
Sample Size: 100

Data Collection Method: Interview using a structured questionnaire.

Respondents Profile: College students between the age group of 18 years to 23 years.

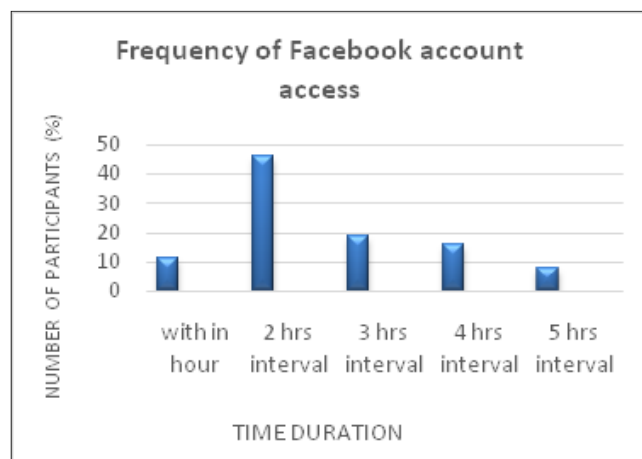
III RESULTS ANALYSIS

Figure: 1

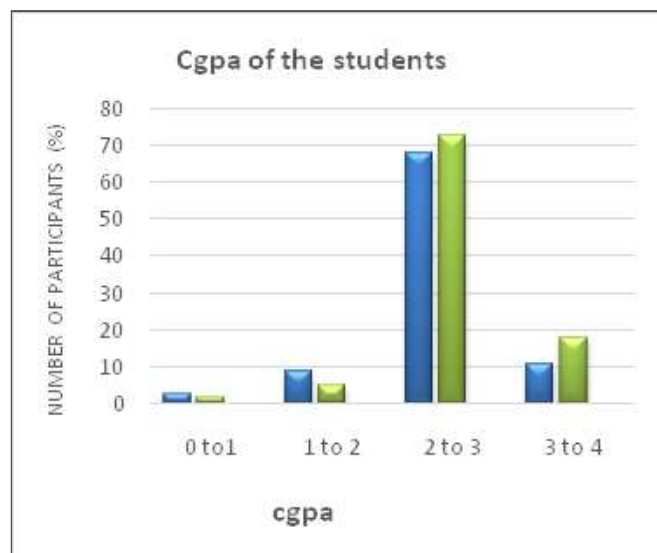


Out of 100 participants, 60% were females and 40% were males as shown in (Figure 1).

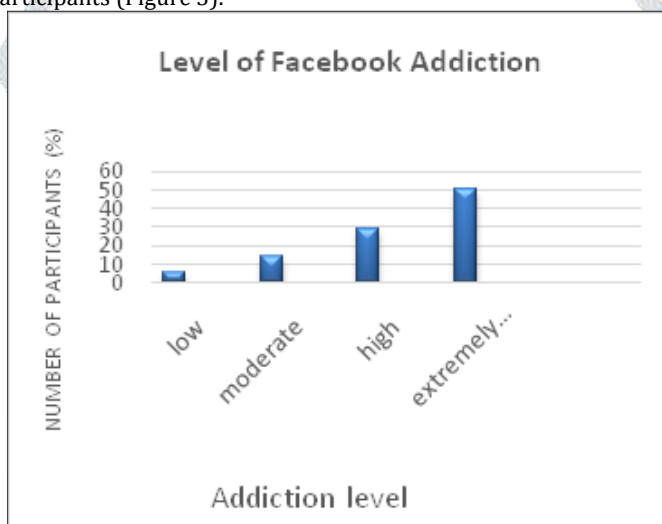
Figure :2



The face book addiction and Frequency of Facebook account access each day by students is given in (Figures 2).
Figure:3



The current CGPA of the selected participants (Figure 3).



Reveals the selected participant's prevalence of face book addiction is given in (Figure 4).

IV DISCUSSION

This study exposed that college students were vigorous Facebook users. Accessibility of internet on phones, laptops, tablets etc has very much augmented the use of students to face book. As further discovered by the findings of this study, 46% of the participants of this study using their Facebook account every two hours, 19% of them using at least three-hour interval while 16.0% of participants at least four-hour interval as indicated in Figure. Analysis also shows that only 51 % were extremely addicted users, 14 % were fair users and 29% were highly addicted to face book as given in Figure 4. It is a known fact that technological advancement comes with its harmful side, most particularly when misused. Amplified level of global connectivity and social communication leads to addiction as our obtained result revealed that both genders have the same level of addictive use of Facebook.

Majority of students are from financially stable backgrounds hence internet access and facilities are not a problem. Therefore, college student's Facebook addiction is widespread as indicated by the conducted study. Therefore, there is a need to think this social media addiction as a serious disorder and actions should be taken to minimize Facebook use. This research also measured the effect of Facebook addiction on the academic performance. Results exposed that extraversion was found to be highly significant among college students. People who are extrovert and outgoing use lot of time in Facebook.

Students who spend more time on Facebook invest less time for finishing scholarly work. As indicated in the study that high Facebook users generally obtaining low CGPA in their semester exams.

V CONCLUSION:

The number of Facebook users keeps on increasing in which a larger proportion is of college students. Thus, there is a high probability for those users to turn into Facebook addicts. Therefore, there is an increasing concern about such user's academic performance. Based on this study it is important to consider that facebook addiction as a serious disorder and counseling or other ways should be analyzed to reduce Facebook use among generation "Z".

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