

A Quantitative Research on the Level of Social Media Addiction among Young People

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INTRODUCTION

The needs, love and be loved with the group is the basic need of human. This made communication a basic social need and for the purpose; man has always create a means of consultation this need either through relational of mass communication (Amogu, 2008). According to a Canadian Professor of English Marshall McLuhan, “the world is now a global community where the whole world is now beaten in to a single electronic chat room”. The development of technology towards the end of the 20th century pressed by the influx of the internet, satellite etc. directed to what is called social media. According to Bryer and Zavatarro, social broadcasting is “the technologies that enable social contact, make possible alliance, and enable discussions across investors” (Bryer & Zavatarro, 2011).

When the World Wide Web was first familiarized, it was used mostly to send information to comparatively inactive readers, in a similar way in with which broadsheet and books were made prevalent. The content of each website was written, revised, and distributed by a

selected group of people. It was not suitable for the members for subsidize to generating the content (Can, Kaya, & Sciences, 2016).

In the era we live in, which is called the numeral age, computer and internet have expanded an unconditionally central importance in human life, and social media had a projecting role in this depiction (Aygul, 2010). Besides easy, inexpensive and fast access to information through supercomputers and the internet, the extension of the communication web is one of the issues that chief individuals to use social media. Social interacting sites like Facebook, Twitter, Instagram, YouTube and Periscope interest individual of all ages and all curricula, where users interrelate by distribution photos, text, voice and data. Social media has roles such as generating public alertness and assembling the multitudes. It is understandable that the status of social media in our lives is growing day by day but tactlessly its bad result on persons, especially young people is predictable (Kirik, Arslan, Cetinkaya, Gul, & Sport, 2015).

Young people, who are revolving to social media tremendously, are not conscious of the increased time they expended on these situations, and initiate to ignore the tasks of real life over time. Hazar defines three main features in social media obsession: cognitive gratified addiction, emotional addiction and behavior addiction (Hazar, 2011). Another significance to know the social media obsession in young individuals is to know how much people use the social media locations and to know the side effects of social media on youths. If we inspect the causes of young people rotating to social networks addictively, we observe that the attitude is one of the main reasons. Sadness, nervousness, weaknesses in communication abilities, fear and social phobia, glumness, worry about the future of their own and the world may be the cause for rotating to social media (Kirik, Arslan, Cetinkaya, Gul, & Sport, 2015).

In Pakistan as the literateness rate proliferations the number of people who can use the internet will also rise. Pakistan is categorized 27th in the world due to its internet usage as its civilian have a huge social media track with increased usage, come larger threat. According to Federal Investigation Agency (FIA) national response center for cybercrime (NR3C), 10% to 16% of Pakistan people consist of dynamic internet users who use the internet for social interacting, online banking, internet surfing, communication, entertainment, online

shopping, map direction, online education, data transmission, medical help and gaming (MANZAR, TANVEER, & JAMAL).

Nursing is an occupation that includes transporting of information to the patients and cultivating public health. Therefore a nurse should have the newest and updated information that how the social media can be exploited to achieve these finishes. Social media series from LinkedIn, WhatsApp, Twitter, Facebook and its use by inventive nursing professionals has arguable advantages and disadvantages. Social media is certainly making an influence on the professional life of nursing students and this influence is going to make continuing changes in the practice of nursing students. These days health care system is expending social media to improve excellence and security of overall health care distribution, to access to information. Patients can also get full information from Wiki's and many other medicinal sites (Barry & Hardikar, 2012). According to Ferguson, "Social media allow an open interchange between healthcare consumer and suppliers, allowing for endures feedback and engagement" (Gorea. et al., 2016).

LITERATURE REVIEW

The number of internet operators is aggregate on average at a confounding rate of 806% globally and presently around 3.27 billion people use the internet. In Pakistan about 10.6% of the population had contact to the internet at the period of the study in 2009 linked to just 0.1% in 2000 (MANZAR et al.).

Kalia G in her investigation paper determined that the students should be involved on a social stand with each other to acquire improved and more. Teachers should support kids to comprehend, what social media is and its impartial use. She also said that social media is an entertaining biosphere but it can also be used for educative and specialized resolution (Kalia, 2013). On the other hand, Shahjahan ATM and Chisty KU said that overall consequence of social media on youths is bad. Because of addiction to social stage, students typically get low scores. Parents are not conscious of their children's social version and their strategies, which disturb them later. The students also have absence of assurance and face to face communication (Shahjahan & Chisty, 2014).

Khurana N revealed that in India 66% of the youth practices social media for at least 2 hours a day. He also exposed that a very large number of youths have been persecuted by cybercrimes. It is all occurs just because of not understanding the relations and conditions properly (Khurana, 2015).

Abdulahi A, et al. did an investigation on the negative effect of social networking stages. They originate out that students also use social platforms on their mobile during the lectures. The facts that students miss their lectures indications them to low grades in schools. Slowly, social networking sites also principal them to get addicted to it, and then users use it day and night. This disturbs the student's health. In expectation of getting more friends, users frequently share their own private data, which later on can be distorted and they negotiation their privacy and safety (Abdulahi, 2014).

Internet addiction is not yet measured a disorder by the psychiatric fiction as evidence by its prohibiting from the Diagnostic and Statistical Manual of Mental Disorder (DSM-V). However, internet obsession affects the academic presentation of the students. Some also grieve from health consequences ensuing from lack of sleep because all night devote on the internet. In relation to user's mental profile, studies have exposed an association between depression, locus of control, loneliness, social nervousness, low self-esteem and internet addiction (Al-Menayes & Sciences, 2015).

A study in UK have exposed that 18% of young people are habituated to social media, study in China statuses that 12% males and 5% female students are habituated to internet, Hong Kong stated occurrence rate of internet addiction as high as 26.7% among high school students (Yu & Liu, 2015). Khurana N discovered that in India 66% of the youth uses social stage (Khurana, 2015). In Pakistan every student uses social platform for some kind of resolution like academic or educational drives (Khalid & doi, 2017). Millions of people are currently in social media such as Facebook, Twitter, and WhatsApp etc. The fast acceptance of social media by teenagers in the United States and many other states round the world.

PROBLEM STATEMENT

A worldwide review on internet user in 2017 stated that the number of smartphone user has been rising at an amazing rate. At present, over partial of the world population uses own smartphones. The average quantity of time that an adult consumed on his or her smartphones per day ascended from 15 minute in 2008 to 2 hours and 48minute in 2015. Around, 8 out of 10 teenagers checked their mobile at least once every hour. In the US, 90% of the youths are the user of Facebook, Snapchat and Instagram. About 40% of teenagers have some form of internet obsession (Huang & Su, 2018).

Internet is extensively uses in the present time, about half of the world population uses social media. Mostly adults and students are habituated to social media which disturb their academic presentation and also have some kind of psychological consequence like depression, low self-esteem, anxiety etc. A great amount of students involved towards the social platform for the entertainment and for making fresh friends on social media, allocation videos and for other uses.

Internet addiction is a psychological illness Ivan Goldberg developed in 1995. This diagnosis is stimulated by the first uncontrolled betting diagnosis given by the American Psychiatric Association. The association defines sub-categories of this addiction like pornography, enthusiastic, and irrational desire for games, excessive ingesting of time on social networking sites or websites, online shopping obsession are among these sub-categories. Addiction is defines as the extreme use of internet that it initiates to destruction daily, social and working life (Hazar, 2011).

OBJECTIVES

- 1) To identifies the addiction level of social media in nursing students.
- 2) To detects the types of social networking sites mostly used by nursing students.
- 3) To explore the impact of social networking in nursing students.

OPERATIONAL DEFINITION

Internet Addiction

The term internet addiction was familiarized by Young in 1996 and then normally accepted in 2000. It is a conceptualization of people who cannot distinguish between online and offline life.

Social Media

Websites and applications that allow users to create and share content or to contributing in social networking.

RESEARCH QUESTION

Identify the level of social media addiction among young people?

MATERIAL AND METHODS

Study Design: Cross sectional study, survey type research model and quantitative data which is obtained through a reliable and valid scale are used in the study.

Settings: University of Lahore.

Duration of Study: 4 Months

Target population: UOL allied health sciences students.

Sample Size: 271 males and female students.

Sampling Technique: Random Sampling Technique.

Sample Selection:

Inclusion Criteria: University of Lahore allied health sciences students because they are available for research.

Exclusion Criteria: Engineering, aviation, arts, Lahore school of business students because they were unavailable.

Equipment: Likert Scale questionnaire.

ETHICAL CONSIDERATION

- All Written informed consent attached will be taken from all the participants.
- All information and data collection will be kept confidential.
- Participants will remain anonymous throughout the study.

- The subjects will be informed that there are no disadvantages or risk on the procedure of the study.
- They will also be informed that they will be free to withdraw at any time during the process of the study.
- Data will be kept in under key and lock while keeping keys in hand. In laptop it will be kept under password.

DATA COLLECTION PROCEDURE

In this study, the addiction factor of “Social Networking Status Scale”/ “Social Media Addiction Scale”, developed by Arslan and Kirik (2013), is used as the data collection tool to measure social media addiction in student nurses. It is a correlational cross-sectional survey type quantitative research. The Likert scale questionnaire is used with 25 questions with 5 options named as strongly disagree, disagree, neither agree nor disagree, agree, strongly agree. The target population was young students of allied health sciences.

Variables

Independent variable: The independent variable for this study was young students.

Dependent variable: The dependent variable for this study was level of social media addiction.

DATA ANALYSIS

Target Group

Target group of the study is consisted of teenagers aged 17-23 years. 271 students of allied health science from University of Lahore. Statistics of gender, age, daily time spend on internet, daily frequency of visiting social media of the target group are given in Table 1. If indicates the number of people while % shows the percentage having the indicated property.

Table 1. Properties of the Target Group

		f	%
<i>Gender</i>	Female	162	59.8
	Male	109	40.2
	Total	271	100.0
<i>Age</i>	17	2	0.7
	18	36	13.3
	19	57	21.0
	20	61	22.5
	21	69	25.5
	22	42	15.5
	23	4	1.5
	Total	271	100.0
<i>Daily time spent on the Internet</i>	None	26	9.6
	Less than 1 hour	86	31.7
	1-3 hours	124	45.8
	4-6 hours	26	9.6
	7 hours and more	9	3.3
	Total	271	100.0
<i>Daily frequency of visiting social media profiles</i>	None	39	14.4
	3-5 times	121	44.6
	6-10 times	48	17.7
	11-20 times	24	8.9
	Always	39	14.4
Total	271	100.0	

As it can be observed from Table 1, 162 (59.8%) of the members who filled out the survey questionnaire are female, although 109 (40.2%) are male participants. Age distribution is as follows: there are 2 participants in age 17, 36 in age 18, 57 in age 19, 61 in age 20, 69 in age 21, 42 in age 22, and 4 in age 23. 26 (9.6%) of the participants state that they spend no time on the Internet in a day, while 86 (31.7%) of them spend less than one hour, 124 (45.8%) spend 1-3 hours, 26 (9.6%) spend

4-6 hours, and 9 (3.3%) of them spend 7 and more hours on the Internet on a daily basis. 39 (14.4%) of the participants say that they spend no time visiting social media profiles, while 121 (44.6%) of them visit 3-5 times, 48 (17.7%) visit 6-10 times, 24 (8.9%) visit 11-20 times, and 39 (14.4%) of the participants visit always in a day. The answers of the target group for the social media addiction scale are collected, and Independent-Samples T-Test and One-way Analysis of Variance are used. During variance analysis, groups which have less than 30 observations are combined. These combinations are as follows: for the age variable; 2 participants in age 17 are combined with 17-age group, and 4 participants in age 18 are combined with 18-age group, for the daily time spent on the Internet variable; 26 participants who don't spend time on the Internet are combined with those who spend less than 1 hour, and 9 participants who spend 7 and more hours on the Internet are combined with those who spend 4-6 hours on the Internet, for the daily frequency of visiting social media profiles variable; 24 participants who visit 11-20 times are combined with those who visit 6-10 times.

Data Collection Tool

In this study, the addiction factor of "Social Networking Status Scale", established by Arslan and Kırık (2013: 223-231), is used as the data collection tool to measure social media addiction of the young people. The reliability and validity tests of the scale had been accompanied. Besides addiction issue, it has also ethics and convergence factors. Addiction factor of the scale consists of 25 items which are used as the data collection tool in this study. Exploratory factor analysis and confirmatory factor analysis are conducted, and item-total correlations, item-remainder correlations and item-distinctiveness values are calculated separately.

Findings

In this section of the paper, the findings of the survey type research model are offered. Findings include social media addiction scores with respect to gender, age, daily time spent on the Internet and daily frequency of visiting social media profiles, and also include detailed frequency and percentage data of each item.

Table 2. T-Test Results for Social Media Addiction Scores with respect to Gender Variable

Gender	N	X	SD	Sd	T	P
Female	162	78.92	21.38			
Male	109	79.99	20.96	269	.406	0.685

Table 2 shows the results of the t-test conducted to compare social media addiction scores in different genders. It can be observed that there is no significant difference in social media addiction level of female and male participants (X Female =78.92; X Male =79.99; t=0.406; P>0.05). The result reveals that male and females do not differ in their social media addiction behavior, they tend to be close to each other.

Table 3 includes One Way ANOVA test results to compare social media addiction scores of different age groups.

Table 3. One Way ANOVA test Results for Social Media Addiction Scores with respect to Age Variable

Age	N	X	SD	Sd	F	p
19 Years	38	66.66	21.68			
20 Years	57	77.99	20.56			
21 Years	61	80.03	23.08			
				266	6.256	0.000
22 Years	69	87.11	18.56			
23 Years	46	79.00	17.81			
Total	271	79.35	21.18			

One Way ANOVA test is conducted to compare social media addiction scores in different age groups. As it can be seen from the results given in Table 3, there is a significant difference in social media addiction level for different age groups (F=6.256; P<0.05). LSD multiple comparison method is used to determine specifically which age groups are significantly different. It is found that 19-years group is significantly different from all other age groups, also there is a significant difference between 20-years group and 20 and 21-years groups, 19 years group and 20 and 23-years groups, 22-years group and all other groups, and lastly between 23-years group and 23 and 17-years groups. This result has showed that low addiction level of 20-year group increases with age up to 22 years, and the level decreases in 23-year group.

Before conducting the One Way Anova test with age as the dependent variable, in order to prevent groups with less than 30 members, 2 participants of age 17 are combined with 18 years group, and 4 participants of age 19 are combined with 18-years group as it can be observed in the table which gives the demographic data (Table 1). Table 4 gives the results for One Way ANOVA test conducted to compare social media addiction scores with respect to dependent variable of “daily time spent on the Internet”.

Table 4. One Way ANOVA test Results for Social Media Addiction Scores with respect to Daily Time Spent on the Internet

Daily Time Spent	N	X	SD	Sd	F	p
Less than 1 hour	112	67.62	20.95			
1-3 Hours	124	85.07	15.70			
				268	44.036	0.000
4 Hours and more	35	96.65	18.88			
Total	271	79.35	21.18			

As Table 4 reveals, there is a significant difference between social media addiction levels of people who spend different amounts of time on the Internet ($F=44.036$; $P<0.05$). Through LSD multiple comparison method which is used to determine specifically which time periods are significantly different, it is observed that all groups have significant differences among each other. The result shows that social media addiction level increases dramatically as daily time spent on the Internet increases. Before conducting the One Way Anova test with daily time spent on the Internet as the dependent variable, 26 participants who don't spend any time on the Internet are combined with those who spend less than 1 hour, and 9 participants who spend 7 and more hours are combined with those who spend 4-6 hours, in order to prevent groups with less than 30 members.

Table 5 gives the results for One Way ANOVA test conducted to compare social media addiction scores with respect to dependent variable of “daily frequency of visiting social media profiles”.

Table 5. One Way ANOVA test Results for Social Media Addiction Scores with respect to Daily Frequency of Visiting Social Media Profiles

Frequency of Visit	N	X	SD	Sd	F	p
3-5 Times	121	78.67	14.99			
6-20 Times	72	87.83	16.16			
Always	39	94.29	17.35	267	53.56	0.000
Never	39	50.89	22.15			
Total	271	79.35	21.18			

One Way ANOVA test results demonstrate that there is a significant difference in social media addiction levels of people who differ in daily frequency of visiting social media profiles ($F=53.56$; $P<0.05$). LSD multiple comparison method, which is used to determine specifically which frequency intervals are significantly different, shows that all visit frequencies have significant differences among each other. The result indicates that social media addiction level increases dramatically as daily frequency of visiting social media profiles increases.

Before conducting the One Way Anova test with daily frequency of visiting social media profiles as the dependent variable, 24 participants who visit 11-20 times are combined with those who visit 6-10 times in order to prevent groups with less than 30 members. Relevant numbers can be read from Table 1 which gives the demographic data.

Social media addiction scale is given in Table 6. It includes detailed data about the frequencies and percentages of each item, average and standard deviation of social media addiction scores of each item, missing data and total scale average.

Items	Strongly Disagree		Disagree		Neither agree nor disagree		Agree		Strongly Agree		N	Ave.	S.D.	M. Data
	f	%	f	%	f	%	f	%	f	%				
1. I connect with my friends using Facebook and Twitter.	32	11.8	9	3.3	22	8.1	101	37.3	106	39.1	270	3.8	1.2	1
2. I look at the photos shared on social network profiles.	33	12.2	22	8.1	43	15.9	108	39.9	65	24.0	271	3.5	1.2	0
3. I search for my friends using social networking sites.	38	14.0	26	9.6	65	24.0	84	31.0	57	21.0	270	3.3	1.3	1
4. I enjoy spending time in social networking sites.	35	12.7	23	8.5	57	21.0	75	27.7	78	28.5	268	3.5	1.3	3

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	9	0	7	8	1	4		
5. I want to view social networking sites starting at early hours of a day.	31.0	20.55	18.49	15.42	14.8	2.6	1.4	1
6. I wonder whether my friends read my posts.	42.5	15.37	13.7	49.18	71.26	72.2	26.6	271.3.3
7. I wonder who visits my personal profile.	51.8	34.12	44.16	71.26	70.2	25.8	270.3.2	1.4
8. I don't be aware of the time I spend navigating Facebook.	57.0	21.40	14.8	48.17	60.60	25.65	24.0	270.3.1
9. I follow the content I am interested in from social media.	28.3	10.22	8.1	50.18	78.8	28.91	33.6	269.3.6
10. I follow latest news and events from social networking sites.	34.5	12.28	10.3	48.7	87.87	32.1	71.2	268.3.5
11. Social networking sites cement my friendships.	53.6	19.43	15.9	60.22	64.6	23.49	18.1	269.3.0
12. I comment on the photos my friends share.	48.7	17.40	14.8	73.26	70.9	25.38	14.0	269.3.0
13. I prefer social media over television.	71.2	26.8	14.3	82.30	47.3	17.30	11.1	270.2.7
14. I feel that I have a poor communication with my friends when I don't access Facebook.	38.0	56.20	7.48	17.7	32.32	11.8	31.4	270.2.3
15. I believe that social media has a connective power.	65.0	24.59	21.8	65.24	47.4	17.3	32.8	268.2.7
16. I believe that new media has changed learning habits.	26.9	6.43	15.9	80.29	65.5	24.0	49.1	263.3.2
17. I spend my free time surfing the Internet.	47.3	17.51	18.8	80.29	54.5	19.9	36.3	268.2.9
18. I believe that social networking sites are instructive.	45.6	16.36	13.3	86.31	69.7	25.5	30.1	266.3.0
19. I participate in events on social networking sites.	66.4	24.49	18.1	67.24	58.7	21.4	28.3	268.2.7
20. I wonder who visits my personal profile.	62.9	22.31	11.4	41.15	67.67	24.7	65.0	266.3.1
21. I find new friends through Facebook and Twitter.	57.0	21.34	12.5	45.16	79.6	29.2	54.9	269.3.1
22. I think that I am being followed by someone in social media.	68.1	25.43	15.9	60.22	50.1	18.5	47.3	268.2.8
23. I believe that new media technologies change human life.	15.5	5.32	11.8	52.19	85.2	31.4	85.4	269.3.7
24. I read personal blog posts, and search content.	36.3	13.26	9.6	59.21	93.8	34.3	56.7	270.3.4
25. I freely share my ideas on social networking sites.	50.5	18.27	10.0	52.19	61.2	22.5	81.9	271.3.3
Total Scale								271.79.21.0
								6.2

As it can be observed from Table 6, scale items with the highest average scores are 1, 23, 9, 2 and 4, respectively. 1st item stating that “I connect with my friends using Facebook and Twitter” has an average of 3.89; 23rd item stating that “I believe that new media technologies change human life” has an average of 3.72; 9th item stating that “I follow the content I am interested in from social media” has an average of 3.68; 2nd item stating that “I look at the photos shared on social network profiles” has an average of 3.55; and 4th item stating that “I enjoy spending time in social networking sites” has an average of 3.51. Again

it can be observed from Table 6 that scale items with the lowest average scores are 14, 5, 15, 13 and 19, respectively. 14th item stating that “I feel that I have a poor communication with my friends when I don’t access Facebook” has an average of 2.38; 5th item stating that “I want to view social networking sites starting at early hours of a day” has an average of 2.63; 15th item stating that “I believe that social media has a connective power” has an average of 2.71; 13rd item stating that “I prefer social media over television” has an average of 2.72; and 19th item stating that “I participate in events on social networking sites” has an average of 2.75.

DISCUSSION

Data collected from the University of Lahore the study population was young students of allied health sciences and the sample size was 271 students. Total 59.8% of females and 40.2% of males participate to fill the survey questionnaire. The age participation of the youngsters was from 17-23 years. Approximately 9.6% of the participants spend no time on the internet, 31.7% spend less time on internet, 45.8% spend 1-3 hours on internet, 9.6% spend 4-6 hours and 3.3% spend 7 and more hours on internet. 14.4% of participants say that they spend no time visiting social media profile, 44.6% visit 3-5 times, 17.7% visit 6-10 times, 8.9% visit 11-20 time and 14.4% visit always in a day. T-test conducted to compare social media addiction scores in different genders. ANOVA test used to compare social media addiction scores in different ages. The likert scale questionnaire used to conduct the data from youngsters. 3.89% connected with friends with internet, 3.72% believe that new technologies improve human life style, 3.68% said that they search new things from social media, 3.55% interested in sharing photos on social media, 3.51% enjoying social media by spending time on social media, 2.38% state that they have poor communication with friends if not access Facebook, 2.63% said they see social media after awaking at morning, 2.71% believe social media have connected power, 2.72% prefer social media more than other mass media, 2.75% participate in social networking sites like sharing photos, status uploaded etc.

CONCLUSION

Social media has had a solid place along with the expansions in internet technology, and it has unlocked up new prospects in the field of communication with its inclusive and collaborating structure. Computer methods and following advances in internet technology are the two major essentials caused social media creation. Once the internet technology is progressive and social media is arose, media communication has initiated to have new scopes, and a new communication field called the simulated world has begun to form.

Today, social media users show a great attention in social networking places like Facebook, Twitter, Instagram, YouTube and Google, and they make their own outlines on these sites. These outlines make it more problematic for an individual to stay away from the Internet. Mobile expedients also support internet access and social networking presentations, which activates social media addiction.

Social media has produced human relations to change. Computer-generated gifts, messages and games have transported an end to face-to-face (direct) communication. Individuals have begun to turn to social media once they have been able to connect from wherever they are without fronting any trouble. Rising attention in social networking sites reasons social media addiction.

In common, it is the young people who become addicted to social media. Economic problems, psychological disorders and physical inabilities cause individuals to escape real world, and seek solace in virtual world. This situation, however, gives rise to poor social relationships and isolated individuals. Lack of knowledge and failure of parents to guide their children on proper use of social media are among the main reasons triggering social media addiction. Although social media addiction is defined as spending excessive time on social networking sites, and inability to control oneself to access these sites, there is no definite diagnosis of the disease. Therefore, it is highly difficult to diagnose a social media addiction in a person. For a social media addict the distinction between real and virtual life is blurred, and he/she nearly breaks the real life.

The findings of this study show that social media has a significant influence on young people, which causes addiction level of the young to increase, and the time they spend on these networks to go

up. It is important to develop consciousness on social media at the very beginning of the childhood in order to prevent addiction. At this point, media, education and health authorities should take action together to increase public awareness. It is also possible to mention that educational seminar and programs organized by local governments would make an important contribution towards preventing social media addiction.

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