# Demographic Factors as Determinants of Social Media Addiction of Undergraduate Library and Information Science Students, Delta State University Abraka, Nigeria

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**ABSTRACT**
This paper explored demographic factors as determinants of social media addiction of undergraduate Library and Information Science Students, at Delta State University, Abraka, Nigeria. The study adopted a correlational design. The population of the study is 433 students of Library Science Delta State University, Abraka. The study specifically covers the extent to which undergraduate students are addicted to social media, and how age and gender determine social media addiction. The census sampling technique was used to collect data from the respondents. An online questionnaire was administered and 262 responded. Data were analysed using descriptive and influential statistics. Findings revealed that students were addicted to social media to a large extent, ages 18-25 and 34-41 are more committed to social media. Age and gender positively determine social media addiction in order words; demographic factors influenced social media addiction. The study recommends that awareness should be created among students on the effect of addiction to social media.

**Keywords:** Demographic factors, Determinants, Social media, Addiction, Social media addiction

## 1. INTRODUCTION

Social media website usage is one of the most common activities individuals get involved in in recent times; the usage has increased geometrically, due to the evolution of new social media websites that permits online convergence and interactions irrespective of age and status. Junco, Merson, and Salter, (2010) noted that websites that permit social interactions are LinkedIn, MySpace, Facebook, and Twitter; gaming sites; video sites like YouTube and blogs. Other internet sites accessed by students for academic work according to Igere (2021) are search engines, the website for E-mail, instant messaging, e-journals, web conferencing, and podcasts. These websites offer a different portal for communication and entertainment to users which brings about excessive utilization.

According to Chang and Law (2008), extreme use of the internet has resulted in what researchers called social media obsession. It is noted that addiction as the excessive usage of the internet cut across various demography. Demographic factor according to Konya, Matic, and Pavlovic (2016) as cited in Igere (2020) is regarded as the statistical measurement of a particular population to identify with the quantifiable section in a

given population. Igere (2020) further noted that factors like age, and gender among others could be considered as demographic factors that may influence how and time students spent on the internet.

### 1.1    Problem Statement

The use of social media access information is both beneficial and heinous, especially when excessively used. Such heinous fallouts have been presumed to be associated with the demographic dynamics of users hence this study investigates demographic factors as determinants of social media obsession.

### 1.2    Objectives of the Study

The major aim of the study was to find out demographic factors as determinants of Social Media addiction of Undergraduate Library and Information Science Students, at Delta State University Abraka, Nigeria. Specifically, the study investigated
  (i)  the extent undergraduate students are addicted to social media
  (ii) How does age determine social media addiction
  (iii) How gender determine social media addiction

### 1.3    Hypothesis
(i)  Demographic factors do not significantly determine the social media addiction of undergraduate students.

### 2.  LITERATURE REVIEW

Social media usage has gained global acceptance and it has advanced and improved worldwide. Presently, it is perceived that an offshoot of the internet exists indicating that excessive social media usage has resulted in social media obsession among undergraduate students. Kirik, Alsan, Cetinkanya, and Gul (2015) noted that among undergraduates, there is an occurrence of social media/internet (excessive usage of the internet) addiction. Students now spend excessive time surfing thereby revealing a high extent. Sundays (2010) found the extent users spend time on social media activities is very high and it reveals addiction. It was also revealed byOwusu-Acheaw and Larson (2015) on polytechnic students in Ghana that 98.4% of the respondents spend between thirty minutes to three hours online with 96% indicating non-usage of social media for academic purposes. It was reported by Sponcil and Gitimu (2013) that more than 50% of students visit social media sites several times per day. Igere (2021) found that the majority of students use the internet twice a day which shows an average the usage of internet. This indicates that the majority of students to a great extent are fond of logging into various internet sites countless times resulting in addiction without taking into consideration the negative effect of psychological disorders and sicknesses such as straining of eyes, obesity, stroke, neck and back pain (Fader, 2018). On the contrary, Igere (2021) found that 98 (100%)of students spend time on the net to seek information regarding their school work while few others use the internet for entertainment and to visit recommended sites. This, therefore, indicates that students use social media often for other activities like downloading music, gaming, tweeting, shopping, pornography, video, and charting.

There, M.A., Adomi, E.E., and Nwosu, C.O.(2020) stated that several factors demographic, and motivation can determine individual usage, involvement, or attachment to various activities. Igere (2021) further noted that the benefits attached to internet use can motivate clientele to promptly satisfy their curiosity. It was noted

by Bolle (2018) that age influences information communication technology (ICT) and it was found that adolescents are heavy users compared to adults. Since the existence of social media, the young are majorly found to embrace internet platforms which led to addiction and therefore calls for research (Sundays, 2010). Moreno and Whitehill (2014) also observed that the most notable users of social media (90%) were those between the ages of 18-29 years. Similarly, Sundays (2010) found that some children around 14 to 15 years old who are addicted to social media specifically spend time on YouTube and also receives lots of notification from their friends on videos and messages from social media platforms in a day. Bolle (2018) also explained how this generation now has a digital lifestyle by being connected to the internet to solve problems and create digital platforms for fun. The younger age presently finds it difficult to communicate casually/informally and the only way to salvage this is to communicate through social media hence the addiction. Teng and Moo (2017) on the contrary stated that the older group uses social media in enhancing social support and connectedness. From their perspective, older individuals use social media basically to access medical information, retirement, news, and communication with family. Corroborating the above, it was further revealed that about 45-80 out of 200 elderly aged responded to using social media in connecting to their families, and friends and for leisure. A few of the elderly are not media literate enough, it tends to be misused.

Gender is another demographic factor that may also determine addiction. One may want to find out if female students are more addicted to the internet than males. Lee, Cheng, Lin, and Chang (2014) stated that women are more socially oriented in comparison with men, Cheng further noted that female communication online seems longer than male. It has also been observed by Kilic and Guzeler (2017) that females can spend 2-4 hours daily on social media when compared to a male who spends fewer hours on the internet. Duggan and Brenner, (2012) also stated that most females access the internet to satisfy their social-oriented gratification than a male whose aim is to satisfy process-oriented gratification. This indicates that social media appeal more to women than men. Sponcil and Gitimu (2013) study also found that females are more likely to use social media than males. On the contrary, Frangos, Frangos, and Kiohos (2010) found that males are more addicted to social media due to their indulgence in various online activities such as gambling, playing games, and watching pornography. According to Bolle (2018), the contradiction in gender usage of social media provides poor support for the contention about gender differences in addiction. However, there is variability in reasons and what motivates an individual's interest in accessing the Internet.

## 3. METHODOLOGY

The study adopted a correlational study to enable the researcher to determine the degree of relationship which exist between the dependent and independent variables. The study was carried out on a population of 433 students of library and information science at Delta State University, Abraka. The entire population was used for the study. An online questionnaire was administered to students and 262 responded. Data generated were analysed with descriptive and influential statistics.

## 4. RESEARCH FINDINGS
### 4.1 Demographic factors of Respondents

Table 1 shows the age of the respondent. Students within ages 18-25 are 175(66.8%), ages 26-33 had 68(26%) responses, ages 34-41 had 19(7.3%) while none responded to age 42 and above. This indicates that the majority of the respondents are between the age of 18-25.

*Table 1: Age of Respondents*

| S/N | Age | Responses |
|---|---|---|
| 1 | 18-25 | 175 (66.8%) |
| 2 | 26-33 | 68(26%) |
| 3 | 34-41 | 197.3%) |
| 4 | 42 and above | 0 (0%) |
| | **Total** | **262** |

As regards the gender of the respondents Figure 1, the majority were female 159(60.7%) while 103(39.3%) were males. This, therefore, revealed that the majority who responded were female.
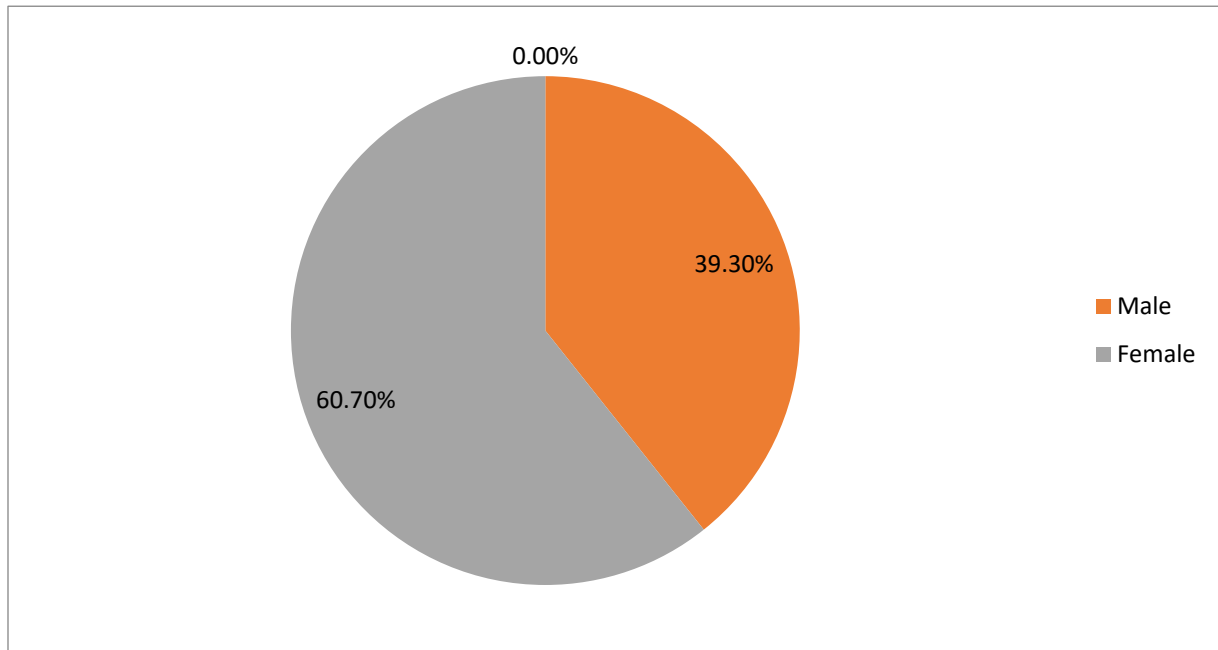


*Figure1: Gender of Respondents*

### 4.2 Undergraduate LIS Students'' Addiction to Social Media

Table 2 revealed the extent students are addicted to social media. It was found that, on the aggregate, students to a large extent are addicted to social media since the aggregate mean (2.52) is higher than the criterion mean of 2.50.

*Table 2: Extent of Addiction*

| | Items | VHE | HE | VLE | LE | $\bar{x}$ |
|---|---|---|---|---|---|---|
| 1 | I interrupt the conversation to check my account | 34 | 136 | 62 | 30 | 2.66 |
| 2 | I cannot reveal how much time I spend online | 76 | 106 | 50 | 30 | 2.87 |
| 3 | I withdraw from relatives and friends when I am on social media. | 100 | 44 | 100 | 18 | 2.86 |
| 4 | I have tried to reduce or stop accessing the net more than once but have not been successful | 44 | 98 | 82 | 38 | 2.56 |
| 5 | I lost interest in other activities when I am online | 38 | 66 | 56 | 102 | 2.15 |
| 6 | I neglect school to comment on social media. | 92 | 34 | 12 | 124 | 2.31 |
| 7 | I experience withdrawal symptoms when I am unable to access information online. | 26 | 70 | 114 | 52 | 2.27 |
| 8 | I can spend six hours a day Facebooking, twittering, or Instagram | 70 | 54 | 86 | 52 | 2.54 |
| 9 | I am always overwhelmed to share information with others on social media sites. | 37 | 120 | 75 | 30 | 2.63 |
| 10 | I have my phone with me for 24 hours to check my sites. | 45 | 38 | 102 | 77 | 2.19 |
| 11 | I am nervous or anxious when unable to check my notifications. | 38 | 48 | 68 | 108 | 2.06 |
| 12 | Social media usage has negatively influenced my personal and professional life | 28 | 74 | 100 | 60 | 2.27 |
| 13 | I visit online sites 11-20 times | 70 | 140 | 44 | 8 | 3.04 |
| 14 | I visit social media sites always | 68 | 126 | 50 | 18 | 2.93 |
| | **Aggregate** | | | | | 2.52 |

## 4.3 Age as Determinant of Social Media Addiction

Table 3 revealed that ages 18-25 and 34-41 are more addicted to social media than ages 26-33. In other words, age positively determines addiction. Criterion mean. 2.50

*Table 3: Age as determinants of Social Media Addiction*

|  | Items | $\bar{x}$ 18-25yrs N=175 | SD | $\bar{x}$ 26-33yrs N=68 | SD | $\bar{x}$ 34-41yrs N=19 | SD |
|---|---|---|---|---|---|---|---|
| 1 | I interrupt the conversation to check my account | 3.50 | 0.76 | 3.51 | 0.74 | 3.84 | 0.37 |
| 2 | I cannot reveal how much time I spend online | 3.00 | 0.85 | 3.35 | 0.71 | 3.37 | 0.50 |
| 3 | I withdraw from relatives and friends when I am on social media. | 3.22 | 0.56 | 2.78 | 0.42 | 3.47 | 0.51 |
| 4 | I have tried to reduce or stop accessing the net more than once but have not been successful | 3.42 | 0.70 | 3.28 | 0.69 | 2.95 | 0.40 |
| 5 | I lost interest in other activities when I am online | 3.06 | 1.01 | 2.57 | 0.68 | 3.68 | 0.48 |
| 6 | I neglect school to comment on social media. | 3.16 | 0.79 | 2.44 | 0.68 | 3.05 | 0.85 |
| 7 | I experience withdrawal symptoms when I am unable to access information online. | 2.99 | 0.68 | 2.82 | 0.79 | 3.11 | 0.32 |
| 8 | I can spend six hours in a day face booking, twittering, or Instagram | 3.34 | 0.81 | 2.69 | 0.82 | 3.63 | 0.50 |
| 9 | I am always overwhelmed to share information with others on social media sites. | 2.99 | 0.65 | 2.65 | 0.48 | 2.74 | 0.73 |
| 10 | I have my phone with me for 24 hours to check my sites. | 3.29 | 0.50 | 2.40 | 0.88 | 3.37 | 0.50 |
| 11 | I am nervous or anxious when unable to check my notifications. | 3.52 | 0.59 | 3.21 | 0.87 | 2.68 | 0.82 |
| 12 | Social media usage has negatively influenced my personal and professional life | 3.12 | 0,60 | 3.35 | 0.91 | 3.84 | 0.37 |
| 13 | I visit online sites 11-20 times | 2.95 | 0,91 | 1.26 | 0.70 | 2.68 | 0.58 |
| 14 | I visit social media sites always | 2.77 | 0.71 | 2.47 | 0.92 | 2.89 | 0.99 |
|  | Aggregate | 3.17 |  | 2.77 |  | 3.24 |  |

## 4.4 Gender as a Determinant of Social Media Addiction

Table 5 indicated that gender is a determinant of social media addiction with a total mean of 3.23 for males and 3.10 for females above the cut-off point of 2.50. The indication here is that gender positively determines addiction.

*Table 4: Gender as Determinants of Social Media Addiction*

|  | Items | $\overline{x}$ Male | SD | $\overline{x}$ Female | SD |
|---|---|---|---|---|---|
| 1 | I interrupt a conversation to check my account | 3.67 | 0.49 | 3.30 | 0.82 |
| 2 | I cannot reveal how much time I spend online | 3.36 | 0.48 | 2.94 | 0.79 |
| 3 | I withdraw from relatives and friends when I am on social media. | 3.44 | 0.50 | 3.15 | 0.80 |
| 4 | I have tried to reduce or stop accessing the net more than once but have not successful | 3.05 | 0.45 | 2.74 | 0.67 |
| 5 | I lost interest in other activities when I am online | 3.56 | 0.50 | 3.22 | 0.85 |
| 6 | I neglect school to comment on social media. | 2.78 | 0.82 | 2.74 | 0.80 |
| 7 | I experience withdrawal symptoms when I am unable to access information online. | 3.43 | 0.50 | 3.18 | 0.77 |
| 8 | I can spend six hours in a day face booking, twittering, or Instagram | 3.44 | 0.50 | 3.58 | 0.54 |
| 9 | I am always overwhelmed to share information with others on social media sites. | 3.12 | 0.32 | 3.43 | 0.50 |
| 10 | I have my phone with me for 24 hours to check my sites. | 3.53 | 0.50 | 3.70 | 0.46 |
| 11 | I am nervous or anxious when unable to check my notifications. | 2.66 | 0.68 | 2.48 | 0.64 |
| 12 | Social media usage has negatively influenced my personal and professional life | 3.80 | 0.40 | 3.65 | 0.60 |
| 13 | I visit online sites 11-20 times | 2.75 | 0.57 | 2.75 | 0.56 |
| 14 | I visit social media sites always | 2.61 | 1.01 | 2.56 | 1.00 |
|  | Aggregate | 3.23 |  | 3.10 |  |

## 4.5  Hypothesis Testing

Demographic factors do not significantly determine the social media addiction of undergraduate students.

Table 5: Multiple Regressions of Demographic Factors as Determinant of Social Media Addiction of Undergraduate Students

**Model Summary**

| R | R 2 | Adjusted R 2 | Std. The error in the estimate |
|---|-----|--------------|--------------------------------|
| 0.566 | 0.320 | 0.315 | 2.20815 |

| Model Sig | Anova Sum of Square | df | Mean Square | F |
|-----------|---------------------|-----|-------------|-----|
| Regression | 595.2812 | 297.641 | 61.043 | 0.000 |
| Residual | 1262.860 | 259 | 4.876 | |
| Total | 1858.141 | 261 | | |

Coefficients

| | Unstandardised Coefficient | | Standardised Coefficient | | |
|---|---|---|---|---|---|
| Model | B. | Std Error | Beta | t | Sig |
| (Constant) | 39.898 | 0.477 | | 83.667 | 0.000 |
| Age | 0.009 | 0.258 | 0.002 | 0.035 | 0.972 |
| Gender | -3.092 | 0.328 | -0.567 | -9.428 | - 0.000 |

Table 5 shows the multiple regression output of the demographic factors as determinants of social media addiction of undergraduate students revealing an F value of 61.043 and a p-value of 0.000. Testing the null hypothesis at an alpha level of 0.05, the p-value of 0.000 was less than the alpha level of 0.05. Thus, the null hypothesis was rejected. This implies that demography significantly determines addiction.
The R2 adjusted value of 0.315 shows that 31.5% of social media addiction accounted for demographic factors.

The unstandardized coefficient (B) for predicting social media addiction from age was 0.009 and gender was -3.092; while the standardized coefficient (B) from age was 0.002, t= 0.035 and gender was -0.567, t=-9.428. However, the demographic factors (Age and gender) were significant at p- the value of 0.05.

### 5. DISCUSSION OF THE FINDINGS
Uncontrollable surfing of information/media sites, known as addiction, has been termed to arise from users 'excessive dependency/visit to the internet countless times for several personal/curious reasons. It is observed from this study that students are addicted to social media, as many of them spend a lot of time surfing the net. This

corroborates the study of Sundays (2010) which revealed that individuals spend excessive time online which implies addiction. It is imperative to note that such persons are not aware of their addiction to social media activities.

On the other hand, excessive surfing of the internet could be spreading among various individuals irrespective of age or gender. It was observed from the study that age positively determines social media addiction. Ages 18-25 and 34-41 are more addicted (spend more time) than ages 26-33. This is about the study of Moreno and Whitehill (2014) that about 90% of respondents that were addicted to social media were between the ages 18-29. Similarly, Teng and Moo (2017) stated that older groups are also connected to using social media. This is indicated that both adolescents and young adults are addicted to social media.

Gender as a determinant of social media addiction was also assessed. It was found that gender is positively a determinant of social media addiction. In a related report by Frangos, Frangos, and Kiohos (2010), it was documented that males are addicted more likely than females to social media. Duggan and Brenner, (2012) also found that females are addicted to social media. From the foregoing, it could be deduced that either gender is a determinant of social media addiction.

## 6. CONCLUSION AND RECOMMENDATIONS

The study has revealed that students, to a large extent, are addicted to social media. Generally, it was found that demographics such as age and gender influences social media addiction. It is therefore recommended that:-

(i) Awareness should be created for students within the age range of 18-25 and 34-41on on the consequences of social media addiction.
(ii) There is a need to develop a compulsory course that could help address the risk associated with social media addiction among the growing age (18-25).

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