

Impact of Media Addiction on Mental Health of Secondary School Students (Gilgit-Pakistan)

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Abstract

This research explores the ramifications of media addiction on the mental health success of secondary students. The primary objective of this study is to find out the impact of media addiction on the mental health of secondary students. Similarly, the hypothesis was formulated, which was that there is no significant impact of social media addiction on mental health. The research employs a quantitative approach, collecting data through a tailored Likert-scale questionnaire that assesses students' perceptions of the identified factors. Subsequently, regression analysis was conducted to ascertain the significance of these factors in predicting academic performance. Upon analyzing the data, the study's conclusions shed light on the specific factors that substantially impact mental health. The results contribute to a better understanding of the complex interplay between students' social media addiction on students' mental health and their educational outcomes. Informed by these findings, recommendations can be made for educators, parents, and school administrators. These recommendations aim to promote effective study strategies, enhance parental involvement, and cultivate self-motivation among students, ultimately fostering an environment conducive to improved academic performance. This research underscores the importance of a holistic approach in addressing social media challenges and provides actionable insights to optimize secondary education practices. The results may also aid in devising targeted interventions and educational strategies to mitigate the adverse effects of media addiction on students' mental health, ultimately promoting a healthier and more productive learning environment.

Keywords: Media Addiction, Mental Health, Loss of Concentration, Fear and Stress.

Introduction

Social media usage concedes at its high level among the masses; in this era, people are deeply connected with social media because it involves communication and interaction; it demands mental activities more than physical activity. Social media is described by Kaplan and Haenlien (2010) as a series of technological apps that build its conceptual details. In addition, it allows the user to generate concepts and share them on social media. The internet is used to activate social media. Furthermore, social media has become the most common means to connect people of all ages worldwide. Most young people spend their time online on well-known social networking sites like Facebook, Twitter, WhatsApp, Snapchat, and Instagram. Social networking sites are becoming more popular daily as they are increasingly replacing other forms of interpersonal

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contact. Additionally, there are certain drawbacks. Teenagers confront hazards online that are comparable to those they face offline. However, the risk profile for utilizing various social media platforms varies depending on the danger's nature, how the teenager uses the medium, and how they are psychologically wired. Additionally, it is crucial to remember that young people at risk frequently engage in dangerous behaviors offline and struggle in other areas of their lives (Jansen 2014). *Mental health* is the "successful execution of the mental function, resulting in productive activities, meaningful relationships, and the ability to alter and cope with unpleasant situations." Twenge et al. (2018). Mental health difficulties are a big worry among students who are affected by social media addiction and are experiencing a variety of mental problems (Berryman et al., 2018). we can say that Social media is a significant medium for communication.

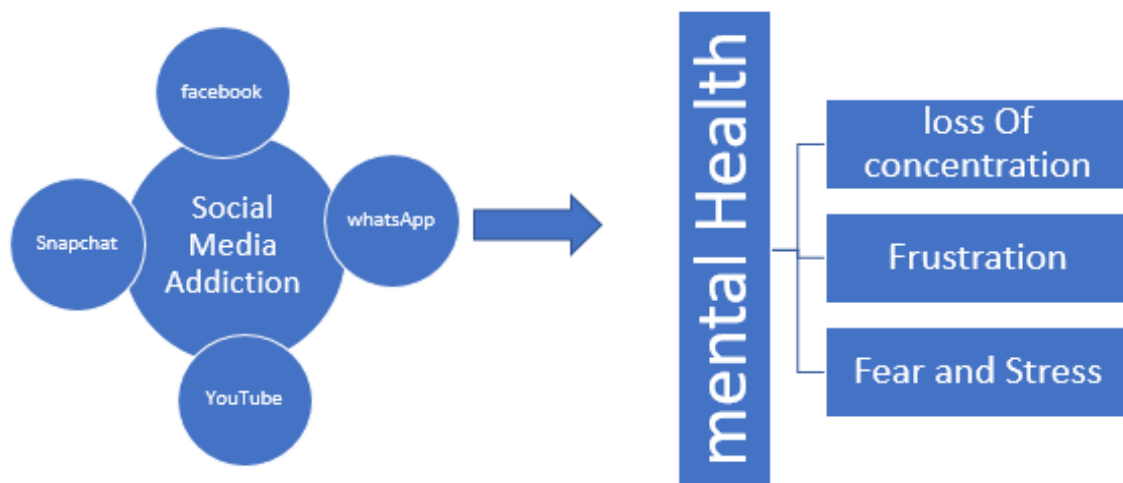
Similarly, today's circumstances demonstrate that students and social media are intimately connected. Students are addicted to social media, because they utilize much of their time on social media. As a result, mental health issues are a big worry among students who are addicted to social media. Students begin to skip classes, spend less time with their families, and avoid friends because of their addiction. This mindset negatively influences academic success and problem-solving abilities (Coyne et al., 2020). Social media addiction causes students to experience a variety of psychological and mental issues, including loss of concentration, fear, stress, and frustration. Research in this field is badly needed to uncover the mental health problems caused by social media addiction in students.

Objectives of the Study

The objective of the study was to find out the impact of social media addiction on mental health.

Conceptual Framework

Figure 1: Conceptual framework of the study



Review of Literature

Social facts, social interactions and social action, cooperative labor, and community are all examples of relevant sociability concepts. Media are techno-social systems with complex interactions between technical structures, social interactions, and human activities. Power systems shape the media and the media's social interactions. When analyzing social media, one should be

explicit about the degree of analysis and should provide examples (Fuchs, 2017). Human beings have endured the test of the fittest from the stone age to the current era. The fifth generation of human technology has already altered life on earth in only a few short years. Nowadays, mobile devices are cleverer and more intelligent than before. They are frequently described as humanoids. Technology now covers the entire planet, giving everyone access to many opportunities. The rhetoric of continually updated versions would enable "items to pretend to be fresh" while simultaneously maintaining "continuity and promising a simple transition from what came before" (Deen & Hendricks, 2012).

Function of Educational Media

The components of social media are as follows. As a venue for solidarity and safeguarding crucial information during a crisis, social media has a wide-ranging impact on society. As the Internet expands, additional inventions are sure to follow. The advent of the Internet has exacerbated the challenge of mass media monitoring and censorship. People from all around the world may freely access entertaining material. The media can educate individuals, both positively and negatively. Students from diverse groups, regardless of caste, creed, religion, or age, can access social media services. Because the media serves as a growth facilitator, dissemination of knowledge, and change agent, Nowadays, the media is regarded as the fourth pillar of life in all societies. The media has a distinct characteristic and is essential in promoting knowledge and an inclusive society. Learning and teaching are the primary functions of educational media. The term "media" refers to a mode of communication in and of itself. Educational media offers the ideal combination of media that functions uniquely and involves various attentive abilities, such as listening, watching, noticing, and paying attention, depending on its nature (Bashir & Bhat, 2017).

Media for Entertainment

Because of the media's significant role in first transforming society, it is critical to comprehend it from the perspective of current societal requirements. So, in this context, it can be broadly classified as social media such as Facebook and WhatsApp, and the time high school students spend using various media such as entertainment, educational media, and information media, including news channels, literature festivals, and so on. While the appeal of entertainment media is universal and eternal, some severe considerations are associated with it. It has a detrimental impact on the academic skills of children and early teenagers, such as attention span, writing skills, schoolwork, verbal communication, and critical thinking. It has a detrimental influence on teens' sexual education and orientation. It influences people's social development by influencing their attitudes, perceptions, and emotions. It is a source of violent imagery and stories displaying antisocial conduct that leads to instances of aggressive behavior like punching and fighting among kids. It is essential to recognize that violence may be either immediately evident or concealed, as in fighting science or women's biases in our culture (Al-Menayes, 2018).

The News Media

Information-based media is transformative because it can transform the face of any country by affecting the attitudes of a large population. The media encourages good government. It is about how individuals, leaders, and public institutions interact with one another to effect change. Information is critical for individuals to decide about their role in the state and civil society. Adequate knowledge enables individuals to make sound decisions and pursue the most advantageous course of action (Kirschner & Karpinski, 2010).

Changes in Communication Paradigms

Social media impacts society in various ways because it provides a forum for crisis help and the protection of crucial information. Social media is a dependable source of communication during disasters. Rather than asking users to exit the site, Facebook increasingly focuses on making non-Facebook material easy to share within the network. Twitter may have been designed to facilitate communication between individuals with tenuous links, but it is now increasingly used to talk with friends. These links do not prove excellent or significant interactions that will translate into real life. However, they may impact change in several ways, such as influencing customer preferences (Blachnio et al., 2016).

Breaking Through Psychological Barriers

Social media has not just reduced physical distances but has also torn down psychological barriers among its users globally. People can communicate through social media sites and apps without making any deliberate effort to understand language, nonverbal body posture, appearance, or cultural background. There is a typical online language, emotions, and visuals for sharing ideas and messages. That is why social media platforms such as Facebook provide profiles for individuals of various ages, from toddlers to octogenarians (Beyens et al., 2016).

Social Media's Drawbacks

Scholars have observed that a significant benefit of these social networks has a negative consequence and a considerable drawback of social networking. Inter-personal relationships and social engagement have been significantly diminished due to the Social Media Association. Children, adolescents, and teenagers do not have enough time for face-to-face contact with their peers and miss opportunities to build social skills that will help them succeed. Individuals have been subjected to harassment or improper contact due to social media usage. Users face the danger of identity theft and fraud due to social media misuse. Several decades of research have revealed that higher social interaction is associated with decreased morbidity, whereas fewer connections are associated with increased morbidity. The Internet Paradox indicated that increased Internet use was connected with reduced interaction between household members living in the house, decreased social circle size, and advanced degrees of melancholy and loneliness. During the previous decade, the use of social media platforms and social media sites has skyrocketed. Social media platforms such as Facebook and Twitter are becoming increasingly popular in our culture. Students rely more on knowledge and data readily available on social media sites and the Internet (Kuss & Griffiths, 2011).

Research Methodology

Research Design

The present study used a descriptive research method involving a survey method to investigate the impact of social media on the mental health of secondary students. The present study looks into the impact of social media addiction by using more than five social media parameters, such as Facebook, WhatsApp, Instagram, and YouTube.

Participants

Participants of this study were public sector secondary students because the majority of those use social media platforms; the participants were teenagers between 13 to 18 years old, the participants were both gender girls and boys, and the participants belonged to urban as well as rural areas of Tehsil Gilgit.

Population

Population were the total collection of all public sector secondary students in tehsil Gilgit schools.

Sampling Technique

- Random sampling technique was used for selection of schools.
- Multi sampling technique was used for student's selection from different clusters.

According to Gay (1987) suggests that 10% of large and 20% of small population as minimum may be selected. The sample size against population of 1360 is 272. Through this process, approximately 20 % of data would be selected as sample.

Table 1: Sample information

Sr.	Urban/ Status		Name of School	Tehsil Name	Sample Taken		
	Rural	Government			Boys	Girl	Total
1	Urban	Government	Government Girls high school Jgir Bsin Gilgit	Gilgit	-	34	34
2	Urban	Government	Government Girls high school konodas Gilgit	Gilgit	-	34	34
3	Urban	Government	Aiziz Bhatti Shaheed govt. boys high School, Gilgit	Gilgit	34	-	34
4	Urban	Government	Vision Girl high Secondary School, Gilgit	Gilgit	-	34	34
5	Rural	Government	Capt. Muhammad Baber Khan high Secondary School, Amphary Gilgit	Gilgit	34	-	34
6	Rural	Government	Government Boys high school Jgir Bsin Gilgit	Gilgit	34	-	34
7	Rural	Government	Government Girls high school Sakar Koi Gilgit	Gilgit	-	34	34
8	Rural	Government	Sir Sayed high Secondary School Gilgit	Gilgit	34	-	34
Total							272

Instrument

Data collection is a vital component of every research project. The researcher should consider two categories of data when selecting a data collection strategy for the study: primary and secondary data. In the present study, the study tool used to determine the impact of social media addiction on students, the researcher developed a self-structured questionnaire. There were two sections to the questionnaire. In section A, the researcher mentions personal information, including name, gender,

social media usage, device village, etc. Social media addiction and mental health are focused in second section B. Similarly; the researcher tried to make the items in the questionnaire concise, understandable, and answerable.

Pilot Study of Instruments

The pilot studies were conducted by the researcher for the validity and reliability of the instruments. Before the formal survey was born, a pilot test was done to see the instrument. The researcher randomly selected 28 secondary students from public sector schools and distributed the questionnaire for pilot testing. In addition, the reliability of the scale was measured by Alpha Cronbach. Using SPSS version 16, the Cronbach Alpha reliability method was used to determine reliability. It came to 0.7. similarly, the validity of the questionnaire was checked by five experts; the mistakes, repeated and irrelevant items were removed, and the suggestions by experts were.

Data Analysis

Data was tabulated for analysis mean, standard deviation, and regression using SPSS to draw findings. The hypothesis was tested by using chi-square. Based on data analysis and interpretation, findings, and conclusions were removed, and recommendations for further studies in the field will be suggested.

Ethical Consideration

The ethical features of the research were important not just for this monograph but may also be relevant in other studies based on a measuring method. Ethical considerations were critical. A researcher must protect study participants by adhering to human-protection norms. Because the participants included instructors and students, the researcher acquired data from them through observation and personal visits, and consent from the appropriate authorities was required. This study followed ethical rules to ensure the participants' safety. Throughout the study approach, informed consent, fraud prevention, and confidentiality will be considered.

Results and Discussion

Results

The results of the analysis of data and their interpretations are given below.

Table 2: Impact of media addiction on mental health of students

Model Summary								
Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
1	.674 ^a	.666	.895	.918	1778.155	1	271	.000

a. Predictors: (Constant), media addiction.

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19017.087	1	23097.087	791.703	.000 ^a
	Residual	12330.098	271	55.022		
	Total	29348.120	272			

a. Predictors: (Constant), media addiction

b. Dependent Variable: mental health

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.687	3.1658		4.347	.001
	media addiction	.702	.034	.944	48.130	.000

a. Dependent Variable: mental health

The conducted regression analysis explored the relationship between "media addiction" and "mental health" among the study participants. The results revealed a moderately positive correlation ($R = 0.674$) between the two variables. The coefficient of determination (R squared) indicated that approximately 66.6% of the variation in mental health scores can be attributed to media addiction. Moreover, the adjusted R -squared value of 0.895 demonstrated a high level of explanatory power in the model, considering the effects of both the predictor and the sample size. The model's overall fit was evaluated through an analysis of variance (ANOVA). The ANOVA results displayed a highly significant F statistic (791.703) associated with the regression model, which indicates that the model's inclusion of the predictor variable significantly improved its fit in explaining the variability in mental health. This was further supported by the p -value of 0.000, indicating that the relationship between media addiction and mental health is statistically meaningful. Moving on to the coefficients, the intercept term (constant) was 12.687, signifying the predicted mental health score when media addiction is absent. The coefficient for media addiction (0.702) indicated that, for every unit increase in media addiction, the predicted mental health score increased by 0.702 units.

Additionally, the standardized coefficient (beta) of 0.944 highlighted the substantial impact of media addiction on mental health after accounting for standard deviations. In summary, the analysis revealed that media addiction is significantly associated with mental health among the study participants. This relationship was evidenced by the high R squared values, indicating a solid proportion of explained variance, and by the standardized coefficients, emphasizing the notable influence of media addiction on mental health. These findings underscore the importance of addressing media addiction as a potential factor affecting mental well-being among individuals. However, it's crucial to consider that these interpretations are based on the given statistical output and may vary in the context of the actual data and research focus. So H_0 is rejected.

Conclusion

The results of this study demonstrated that while social media can have detrimental effects on secondary students mental health, such as fear, stress, frustration, and loss of concentration because they detract from academic work, consume most of their productive time, and the like; they can also have positive effects when used properly. For instance, students can utilize social networking sites (SNS) to stay in touch when an absent student needs to be updated on current academic knowledge, join online communities to plan projects, conduct group discussions about course material, etc. The results of this investigation and previous ones revealed several notable conclusions. Social media addiction is negatively connected to students' mental health, which is to say that social media addiction is negatively related to students' mental health. The findings of this study recommend that teachers.

Develop a template for how their students can best utilize social media, that school administration implement rules and regulations regarding the use of social media and how the students can away to addiction to social media; the policy maker can implement sufficient control measures to control social media use among students and lecturers.

Recommendations

This study provides a foundation for future research on the relationship between student mental health and social media addiction. The mental health of students using social media could be improved, and more pages should be created for academic and research purposes to prevent distractions that cause students to stray from their academic work. Similar studies should be carried out in other states of the federation.

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