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Identifying and Prioritizing the Causes of Social Network Addiction in Students

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A B S T R A C T

Virtual social networks are a new generation of Internet websites. In these websites, Internet users virtually gather around a common axis and form online communities. Undoubtedly, today, one of the essential issues of societies such as Iran is the quantity and quality of using such networks and families and officials' concerns about the spread and type of use among Internet users. Therefore, the present study investigates the identification and prioritization of social network addiction causes in students. The sample size was 387 people, and the random sampling method was used to reach the respondents. Formal validity was used to assess the validity of the questionnaire, and Cronbach's alpha coefficient was used to assess the questionnaire's reliability. Data analysis of descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics (Pearson correlation test, one-way analysis of variance, independent t-test, and multivariate regression by step method) using SPSS software Was used. Independent variables of the research included modernity, tendency to have a relationship with the opposite sex and consumption of new communication media (Internet, satellite, mobile) and the dependent variable of social media orientation. The results show that the most influential variable on the tendency to social networks was modernity, which alone determined 33% of the dependent variable variance. But contextual variables did not affect the dependent variable. However, in total, the research variables explained 43.2% of the variance of the tendency to social networks.

Keywords: Social Networks, Addiction, Modernity, Internet Addiction.

INTRODUCTION

Virtual social networks reflect the views, ideas, attitudes, worldview, culture, values, and norms of a society (Diani, 2003). Social networks are not a threat, not an opportunity, but at the same time, the threats are and the opportunities depending on what angle you look at it these networks in terms of technology. The peak of maturity IT are counted (Christakis & Fowler, 2013; Perry-Smith & Mannucci, 2017). On the other hand, virtual social networks are not the only new technological tools that have provided exciting Internet users. The communication revolution has created a new kind of virtual communication devoid of the spirit that governs natural social relations (Mansell, 2002; Wood & Smith, 2004; Zhang & Zheng, 2009). Through satellite, Internet, etc., a new world is created parallel to the real world. Electronic media have a

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broad and diverse audience that offers collections in symbolic content to this audience. The use of the Internet is one of the apparent manifestations of the modern world and an essential tool for educating the new generation. It is present at home, at school, and everywhere (Dominick, 2010; Tyner, 2014; Wicks, 2000).

The term addiction is used for Internet users because it has the same symptoms as smoking and drug addiction (Lee, Han, Kim, & Renshaw, 2013; Soule, Shell, & Kleen, 2003). The use of the Internet in universities has led to the creation of information infrastructure and internal and external networks. Undoubtedly, any progress in addition to its benefits can also bring problems. The phenomenon of Internet addiction as a new form of addiction has attracted researchers' attention, and since Internet users are often educated and in the family. Moreover, the groups have a great impact, so we can say that influence is increasing rapidly in Iran.

Along with the widespread access of people to the Internet, we are witnessing a new type of addiction, Internet addiction, which is a special issue of the information age, and like all types of addiction with symptoms such as anxiety and depression and mood swings and restlessness, obsessive or daydreaming about the Internet. As relationships (especially children and adolescents) increase in the virtual world, their natural world relationships decrease (Sinkkonen, Puhakka, & Meriläinen, 2014; Kimberly S Young, 2010; Kimberly S. Young, 2007).

Most Internet users are young people. The use of the Internet among young people is more than any other group. It can be said that the Internet is like a virtual meeting place for the citizens of the world. It is a public meeting point where 155 countries of the world interact with each other. It is a huge organization whose order is somewhat regulated. The Internet is not a database, but the largest and most important computer network globally, and perhaps the prototype of the information highway. The Lord of the 21st Century the Internet is a repository of good, bad, ugly, and beautiful information. A look at the visitors of various Internet sites shows how much the culture of Internet media has occupied the mental space of young people. There are various statistics on the prevalence of Internet addiction in different societies. However, the Mean of proportion addicts per 50 million people is estimated at 2 to 5 million, which means that 5 to 10% of Internet users use it as a form of addiction. Cao et al. (2007) and Dean et al. (2007) compared the psychological and social characteristics of students who used the Internet excessively, such as depression, suicide, hyperactivity, panic, social fear, aggression, and behavioral antisocial violence.

There were more students addicted to the Internet. So far, not much research has been done on Internet addiction in Bandar Abbas, and there is no acceptable agreement between the researchers. On the other hand, issues such as identifying and prioritizing the causes of Internet addiction have received less attention. Identifying the causes of addiction to social networks of Islamic Azad University students causes changes in managers' decisions, which ultimately leads to better decisions in this area. This research is the practical aspect of the present research. As well as other educational organizations can benefit from these research results indirectly. Therefore, although this research is critical, but the number of studies conducted in this field is minimal. Therefore, according to the community and university administrators' existing approach, a correct understanding of this approach is very important.

In this study, the causes of addiction to social networks of students of the Islamic Azad University of Bandar Abbas have been identified and prioritized. The objectives of this study were to identify and prioritize the causes of addiction to students' social networks and to measure the extent of addiction and the influence of social networks among students.

METHODOLOGY

This study's statistical population includes psychologists and sociologists of Hormozgan province (Iran) as experts to construct a questionnaire and students of the Islamic Azad University to assess the questions of the questionnaire. In the present study, we first collect the necessary information on social media addiction causes through library studies, including standardized experiences and questionnaires, and methods that other researchers have reached, and then collect data. We add it to an open questionnaire and give it to the research experts, and then collect all the comments and give them back to the experts to determine the lack of preference or preference of questions. After doing this several times, the final questionnaire was created. Finally, after confirming the validity and validity of the questionnaire by SPSS software, we provide the questionnaire to the students and analyze the results with structural equations by the software.

According to the research subject, a self-made or brought-in questionnaire was used in this research, and others were made. Typical questions were asked to the respondents through face-to-face interviews and based on interviews and library studies and researchers' standardized questionnaires. Past and selected questions of experts Factors affecting students' addiction to social networks were extracted and compiled in a questionnaire. For each variable identified, the relevant indicators were distributed and collected in the research's final community. In this research, the social network addiction questionnaire has been used. This variable has been measured with items 1 to 15 of the questionnaire in the five-point Likert scale from completely opposite to entirely agreeable, which includes three emotional, cognitive and behavioral dimensions. Items 1 to 5 are related to the emotional dimension, and items 6 to 10 are related to the cognitive dimension, and items 11 to 15 are related to addiction's behavioral dimension. Research questions after reading, collecting the library, and mentioning the sources in the table stated that the experts preferred or did not prefer the questions in several stages and finally reached the following questionnaire after confirming the questions by t-test. Students have been used.

RESULTS

The score of social network addiction in emotional dimension means of equal to 16.58; Cognitive dimension means of equal to 16.78; the behavioral dimension means of equal to 15.23. Also, the score of addiction to social networks in the general dimension was on a scale with a range of -0.75, and the actual mean equal to 48.58; Accordingly, in order to better understand the rate of addiction to social networks, it is divided into three categories: low (0.54-57), medium (34.57-59.59) and strong (62.59-75). The results showed that 18.6% of the respondents had weak addiction to social networks, 64.6% had moderate addiction to social networks, and 16.8% had a solid addiction to social networks.

Table 1. Percentage distribution of respondents to the extent of addiction to social networks

Dimensions		Low	medium	A lot	Total	Mean	Std. Deviation
Emotional	Number	59	233	96	387	16.58	5.1
	Percent	15.2	60	24.8	100		
Cognitive	Number	70	230	87	387	16.78	4.7
	Percent	18.1	59.4	22.5	100		
behavioral	Number	107	209	71	387	15.23	5.5
	Percent	27.6	54.1	18.3	100		
Total	Number	72	250	65	387	48.58	14.01
	Percent	18.6	64.6	16.8	100		

A study of social network addiction in men and women

There is a significant difference between men and women addicted to social networks. As Table 2 shows, according to the significance level of Sig = 0.579 and the value of t = 308, there is no significant difference between men and women in any of the three dimensions of social network addiction. These results suggest that the issue of social media addiction, beyond gender differences, has become widespread (epidemic) between men and women that being a man or a woman has no role in social media addiction, and the rate of addiction in both sexes is equal.

Table 2. Study of the difference between men and women in addiction to social networks

Dimensions	Gender	Number	Mean	Std. Deviation	t	Sig.
Emotional	Male	207	16.6	5.2	0.291	0.8
	Female	180	16.4	5.2		
Cognitive	Male	207	16.9	4.72	0.574	0.5
	Female	180	16.6	4.73		
Behavioral	Male	207	15.5	5.2	0.78	0.1
	Female	180	15	5.7		
Total	Male	207	49	13.8	0.608	0.5
	Female	180	48	14.2		

Investigating between ethnicity and social media addiction

There is a significant difference between ethnicity and social media addiction. To investigate the relationship between ethnicity and social media addiction, one-way analysis of variance was used. According to the results of Table 4-8, the values of Sig = 0.447 and F = 0.807, according to which there is no significant difference between Persian, Bandari, Arab and other ethnic groups in addiction to social networks. This test also shows that the issue of ethnicity does not play a decisive role in addiction to social networks and the rate of addiction is the same in the measured tribes.

Table 3. Testing the difference between social media addiction by ethnicity

	Number	Mean	Std. Deviation	F	df	Sig.
Fars	212	48	13.88	0.807	2	0.4
Bandari	108	50	14.07			
Other	67	47	14.35			
Total	387	48	14.01			

Examining the opposite sex and social media addiction

There is a significant relationship between the desire for the opposite sex and addiction to social networks. The two-way correlation test results between the desire for the opposite sex and addiction dimensions to social networks are presented in Table 4-386. The correlation coefficient is equal to (0.58). This means that the more positive the respondent's desire for a relationship with the opposite sex, the more his addiction to social networks increases. The table results show that the tendency to have a relationship with the opposite sex has the highest correlation with the behavioral dimension (0.57) and the lowest correlation with the emotional dimension (0.49). These results indicate that one of the reasons for membership and use of social networks is dating, especially friendship with the opposite sex (friendship between a girl and a boy).

Table 4. Correlation matrix of the tendency to have a relationship with opposite sex and addiction to social networks

Variables	Emotional	Cognitive	Behavioral	Total
Tendency to have a relationship with the opposite sex	0.49**	0.51**	0.57**	0.58**

** The relationship is significant at the 99% level.

Investigating between new media consumption and social network addiction

There is a relationship between the consumption of new media and addiction to social networks. Results of a 2-way correlation test between the dimensions of media consumption and the dimensions of addiction to social networks were calculated, the results of presented in Table 10. According to the table data, there is a significant positive correlation between media consumption and addiction to social networks. The correlation coefficient is equal to ($R = 0.44$). The table results show that the overall correlation coefficient in the Internet dimension is equal to (0.41). Consumption of this medium has the least relationship with addiction's cognitive dimension (0.31) and the most relationship with addiction's behavioral dimension (0.46). The overall correlation in the satellite dimension is equal to (0.34). Satellite has the least correlation with addiction's emotional dimension (0.26) and the highest correlation with addiction's behavioral dimension (0.37). The overall correlation of the mobile with the dependent variable is equal to (0.32). Mobile has the lowest correlation with addiction's emotional dimension (0.24) and the highest correlation with the behavioral dimension of addiction (0.38).

Interestingly, comparing the types of media consumption with the dimensions of addiction, we find that all three dimensions of media consumption have the highest correlation with the behavioral dimension of addiction, which are Internet (0.46), mobile (0.38), respectively. And satellite (0.37). The table results show that all three dimensions of media consumption have a positive and significant relationship with addiction to social networks. Addiction to social networks increases with increasing media consumption.

Table 5. Correlation matrix between the consumption of new media and addiction to social networks

Variables	Emotional	Cognitive	Behavioral	Total
Internet	0.36**	0.31**	0.46**	0.41**
Satellite	0.26**	0.27**	0.37**	0.34**
Mobile	0.24**	0.25**	0.38**	0.32**

** The relationship is significant at the 99% level.

Investigating between modernity and social media addiction

There is a significant relationship between responsive modernity and social network addiction. The two-way correlation test results between responsive modernity and the dimensions of social media addiction are presented in Table 6. According to the table data, there is a positive and significant correlation between the degree of family control and addiction to the opposite sex. The correlation coefficient is equal to (0.15), during which a person's addiction to social networks increases with increasing modernity. The table results show that the independent variable of modernity has the highest correlation with the cognitive dimension of addiction (0.16), and the lowest correlation with the behavioral dimension of addiction (0.10).

Table 6. Correlation matrix of responsive modernity and dimensions of social network addiction

Variables	Emotional	Cognitive	Behavioral	Total
Responsive modernity	0.15**	0.26**	0.10*	0.15**

** The relationship is significant at the 99% level.

* The relationship is significant at the 95% level.

Ranking of variables by Shannon entropy method

Table 7. Decision matrix

	C1	C2	C3
N1	3	2	3
N2	1	5	3
N3	2	4	2
N4	4	2	3
N5	2	2	3

Table 8. Decision Matrix 2

	Modernity	Relationship with the opposite sex	Consumption of new communication media
Expert 1	4	3	2
Expert 2	5	4	4
Expert 3	5	3	1
Expert 4	4	2	3
Expert 5	4	2	4
Expert 6	3	1	2
Expert 7	4	2	2
Expert 8	5	2	1
Expert 9	6	3	2
Expert 10	4	2	2

Step 1- Calculation $P_{\bar{u}}$

According to Table 9 , $P_{\bar{u}}$ obtained, Table 3 shows the values $P_{\bar{u}}$.

Table 9. Results of the first step

	Modernity	Relationship with the opposite sex	Consumption of new communication media
Expert 1	0.091	0.125	0.087
Expert 2	0.114	0.167	0.174
Expert 3	0.114	0.125	0.043
Expert 4	0.091	0.083	0.13
Expert 5	0.091	0.083	0.174
Expert 6	0.068	0.042	0.087
Expert 7	0.091	0.083	0.087
Expert 8	0.114	0.083	0.043
Expert 9	0.136	0.125	0.087
Expert 10	0.091	0.038	0.087

Step 2 - Calculate the entropy value (E_j)

According to Table 9 and Equation 5, the entropy value is obtained. The entropy values of each index are given in Table 10.

Step 3 - Calculate the uncertainty value (d_j)

Uncertainty values are obtained concerning entropy values. These values are given in Table 9.

Step 4- Calculate the weights (W_j)

The weight of each index is obtained according to the values of uncertainty and according to Equation 7. The weight of each index (W_j) is shown in Table 10.

Step 5 - Calculate the adjusted weights (W''_j)

Adjusted weights with respect to the values of (W_j) and subjective weights (λ_j) are obtained.

Table 10. Values obtained (steps 2 to 5)

Dimensions	entropy value (E_j)	uncertainty value (d_j)	weights (W_j)	subjective weights (λ_j)	adjusted weights (W''_j)
Modernity	0.943	0.057	0.491	0.333	0.491
Relationship with the opposite sex	0.947	0.053	0.451	0.333	0.451
Consumption of new communication media	0.993	0.007	0.059	0.333	0.059

According to the table of ranking results, among social network addiction factors in modernity students, the first rank and the tendency to the opposite sex and new communication media are the following ranks, which are the influential factors in social network addiction.

CONCLUSION

The results show a significant relationship between the desire for a relationship with different gender and addiction to social networks. The beta value of this variable is equal to 0.186. This shows that for every unit increase in the independent variable (tendency to have a relationship with the opposite sex), 0.186 units is added to the dependent variable (addiction to social networks). The validity of this hypothesis can be examined based on Merton's tool-objective theory. According to Merton, every social structure has two dimensions (elements) of goals and means to achieve them. Each social structure legitimizes specific goals and tools that society recommends to achieve artistic goals and ideals. Each social group aligns its goals with the proper and institutionalized ways. In our society, young people cannot live together due to structural barriers such as unemployment, inflation, high cost of living, and increasing marriage age, thus delaying marriage, which is the only legal solution to satisfy sexual needs. , Emotional and psychological) are encountered in Iranian society. This mismatch can be attributed to premarital sex addiction (especially through virtual dating). Therefore, people who become addicted to these relationships cannot balance between the goal (satisfaction of emotional, sexual, psychological needs) and the means to achieve it (marriage). As a result, addiction to the premarital girl-boy relationship can be explained in terms of the first dimension of Merton misbehavior. (Innovation and innovation). Innovation usually occurs when people are trying to achieve legitimate goals, but the way to effectively use the accepted means is blocked. In other words, this reaction is a situation in which people have cultural goals. Have accepted; But in order to achieve those goals, they have not accepted legitimate means and methods and have chosen illegitimate and illegal ways and means. For example, a relationship with the opposite sex through social media is a deviant behavior of innovation and heresy.

The results showed that among the independent variables, the highest intensity of the relationship with addiction to social networks was related to the variable of modernity. In the multivariate regression test with stepwise method, the most predictive power of addiction to social networks was had. This value has explanatory power in the overall dimension ($R^2 = 0.33$). Beta = 0.499 indicates that for every unit of increase in the independent variable (modernity), 0.499 units is added to the dependent variable (addiction to social networks). Since these coefficients are standardized, it is possible to understand the difference between different variables' effects on the dependent variable. For example, the effect of the modernity variable whose Beta is 0.499 is approximately 2.5 times the effect of new communication media consumption, whose Beta is 0.216. The research findings confirm the theory of modernization and globalization of culture. The negation of one authority means the replacement of the other. The traditional authority is the gradual movement of developing societies towards globalization and modernity. One of the effects of modernity, especially in its later period (postmodernity), is traditional authorities' negation. The post-modern world culture will influence the youth of the cultural trends of all countries of the world. Satellite television and the Internet transcend time and space at the expense of opening up indigenous culture to the global onslaught of popular Western culture, especially the American one. It is tough to resist this cultural invasion even for powerful countries that insist on preserving their language, religion, and cultural traditions. It can be said that globalization with new sources of authority such as mass media (Internet, satellite) has challenged the institution of religion with its traditional sources (clergy) and promotes values such as nudity and free sex in exchange for value. The religious practices of our

society are like the hijab and a regular relationship with the opposite gender.

These results have shown that media consumption has a positive and significant relationship with social media addiction, during which with increasing media consumption, social media addiction also increases. The value Beta 0.216 indicates that for every unit increase in the independent variable (consumption of new communication media), 0.216 units is added to the dependent variable (addiction to social networks). Since these coefficients are standardized, it is possible to understand the difference between different variables' effects on the dependent variable. Among the most important factors of social change in modern societies are the media and mass media. In recent years, the development of mass media, especially mobile phones, Internet and satellite, has affected human relations volume and quality. Nowadays, media tools have become part of people's daily experience, and few people do not use any media tools. Mass media's influence on the process of socialization and the construction of people's attitudes, beliefs, and values is not hidden from anyone. Because people access information through these media that cannot be accessed in any other way. Radio, television, film, the Internet, satellites, songs, and public magazines link individuals to knowledge and attitudes that cannot be accessed in any other way (Giddens, 2002: 106). The Internet is one of the new communication media. The current generation is in a situation where computers, especially the Internet, are inevitable in their lives. Among the new communication and information technologies that have changed today's societies' information structure, the Internet media, which has introduced cyberspace in real human life, has special features and its impact on various parts of human life is increasing day by day. Is increasing. The Internet has somehow been able to accommodate all the new media. Internet due to its special features such as access to entertainment and recreation cyberspace, high data storage capacity, extensive use of large and rich archives of text media, two-way audio interaction, decentralization, multimedia, aggregation Lack of adherence to time and speed of access to uncontrolled information has attracted children more than other media. This tool in itself can be considered a competitor for parents and separate children from the educational context of parents. In the web, our children are confronted with fascinating issues that grab their attention, and it is this fascination increases the likelihood that our children will become role models.

In recent years, mobile smartphones have also entered the field of new communication technologies. These tools provided multiple capabilities to their audience, referred to as the Internet or mobile networks. Media such as the Internet and smartphones play a role in facilitating the formation of social networks. Unlike satellites, in which one has no role in producing the content. The audience is passive towards the content. These media provide the advantage of creating creativity for its users. Based on the media's theory, use, and satisfaction that emphasizes the audience, the media makes a sensible choice to meet his needs best. This event can be seen in these years with a large number of social networks and membership and activity of Iranians.

In fact, cyberspace has become a haven for Iranians to express their opinions with a relatively safer mind. Of course, we also face limitations in Iranian cyberspace. After a short time, blogs or social networks that can be considered representative or at least part of public opinion are filtered or, in other words, censored. For example, out of the ten most popular Iranian blogs, 6 are filter blogs (according to statistics taken from Google Reader and RSS-following users through Google Reader). It is more potent than the real world, and at least in recent years, the natural world has been burdened by cyberspace. As a result, one of the factors influencing the denial of authority through such media is the membership of networks. Socially and using new communication software to express feelings, ideas, values independent of government control.

Identifying and Prioritizing the Causes of Social Network Addiction in Students

Given that addiction to social networks has become a social problem among students in the last decade, limited research has been done in this field, and it seems that more qualitative research has been done. Such sensitivity is necessary for matters.

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