My Online Friends Understand Me Better - The Impact of Social Networking Site Usage on Adolescent Social Ties and Mental Health

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RESEARCH OBJECTIVES

* To investigate the impacts on SNS on adolescent (i.e., those who aged between 17 to 22) social ties.

* To evaluate the impact of SNS usage on adolescent mental health.

* To categorize the usage patterns of social networking sites (SNS) among adolescents.

* To examine the effect of race and gender on the usage pattern of SNS.
* Social Network Sites Usage (SNS) is the “preferred” method of communication among adolescents

Statistics:
* Usage of SNS in **USA** has increased by 230% since 2007 (InformationWeek 2010)

* In **UK**, traffic to SNS sites overtakes visits to search engines like Google (Hear 2010)

* **Malaysia** ranks number 1 in the list of most SNS active countries, overtaking countries such as India, Singapore, the US, China, Germany, France and Japan (Accenture 2010)
Large amount of time spent on SNS

- Global consumers spent more than five and half hours on social networking sites in December 2009, a 82% increase from December 2008 (The Nielsen Company, 2010)

- Total minutes spent on Facebook rose nearly 700% in April 2009 compared to a year before (Hefflinger, 2009)

- Compared to April 2008, in April 2009, the time spent on Twitter soars by over 3,700% while the time spent on Facebook went up 700% (The Nielsen Company, 2009)

- Malaysian Children spent an average of 64 hours online every month (Norton-Star, 2010).
LITERATURE REVIEW

Research has found a strong relationship between depression and shyness with internet addiction among users (Chan & Leung, 2004, Young & Rogers, 1998).

According to Mitchell et al. (2009), problematic online experience highly correlated with a variety of negative psychological aspects such as depression, anger/irritability and tension-reduction behaviour.

In addiction, internet web sites and chat rooms have both been reported to promote mental health problem and suicide intention (Ajit Shah, 2010)
FOCUS

* Relationships between SNS usage/addiction with
  * Psychological well-being
  * Mental health
  * Social provision
  * Emotional intelligence
PILOT STUDY

* Survey questionnaire method with cross sectional design.

* Target population is adolescents whose aged between 17 and 22.

* Collected a total of 103 useful data

* Analysis of descriptive and inferential data using: SPSS
Pilot Study

Instruments:
SNS usage Questionnaire:
   a) *Young Internet Addiction Scale* (Cronbach alpha 0.929)

Psychological Well-being:
   a) *Ryff’s Psychological Well-being Instrument* (Cronbach alpha 0.912)
OBJECTIVES
The rise of worrying issues on adolescent’s psychological well-being.

To investigate the effect of Social Networking Sites (SNS) on adolescent psychological well-being

HYPOTHESES
H1 to H13 There will be a significance negative correlation between SNS usage and psychological well-being.

H14 The is a significance negative effect of SNS usage on psychological well being of adolescents
SNS Usage Among Gender

Male
- Normal: 50%
- Mild: 14%
- Moderate: 32%
- Severe: 4%

Female
- Normal: 45.3%
- Mild: 22.6%
- Moderate: 30.2%
- Severe: 1.9%

N 50
N 53
RESULT

SNS Usage → Psychological Well-being
  H1

  Autonomy
  H2
  Environment Mastery
  H3
  Personal Growth
  H4
  Positive Relation with Others
  H5
  Self Acceptance
  H6
  Purpose in Life
  H7

r = -0.267**

r = -0.223*

r = -0.301**

r = -0.308**

r = -0.051

r = -0.083

r = -0.262**
RESULT

SNS Usage

Salience

Excessive Use

Neglect of Work

Anticipation

Lack of Control

Neglect of Social Life

Psychological Well-being

$r = -0.269^{**}$

$r = -0.248^{**}$

$r = -0.251^{**}$

$r = -0.060$

$r = -0.151$

$r = -0.272^{**}$
**Correlations Matrix**

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**. Correlation is significant at the 0.01 level (1-tailed).
*. Correlation is significant at the 0.05 level (1-tailed).
*H14: SNS usage has a significant negative effect on psychological well-being.

* R square was 0.074 and the adjusted R square was 0.065. Neglect of social life dimension of SNS addiction contributes about 7.4% of psychological well-being.

* Y = a + bx

* (Psychological Well-being = 231.5 - 3.925 Neglect of Social Life)
Discussion

* 78.6% of the subjects categories fall under mild (39.8%) and moderate (38.8%) SNS addiction.
* These showed Malaysian adolescents are active SNS users and it become part of their daily activities.
* SNS communication has replace traditional face to face interaction, it does not contain the implication of body composesures and facial expressions when come to face to face.
* Goldner (2008), Milanu, et.al (2009), Huang & Leung (2009), indicated that quality of interpersonal relationship and negative behaviour are negatively correlated with problematic internet usage and the amount of time spent on SNS.
Result revealed that the higher usage of SNS, the lower adolescents psychological well-being. The relationship were in negative direction.

In other words, Malaysian adolescents who are high in SNS usage are generally slightly low in various aspect of psychological well-being.
Adolescents very concerned about expectations and evaluations of others, which means that they rely on judgment of others to make decisions, more conforms to social pressure to think and act.

Adolescents may experience lack of competence in changing and improving surrounding, with these they may unaware of surrounding opportunities.

A sense of personal stagnation, lack of sense of improvement or expansion, uninterested with life and feels bored.

Lacks of a sense of meaning in life and direction, has less aims and objectives in life.
ACTUAL DATA COLLECTION PLAN

* Survey questionnaire method with cross sectional design.

* Target population is adolescents whose aged between 17 and 22.

* Plan to collect 800 useful data point from 8 public universities.

* Actual data collection to start on the third week of September 2011

* Analysis of descriptive and inferential data using: SPSS
Thank You