

# A Study on Multimedia Addiction among Higher Secondary School Students

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## ABSTRACT

As the Multimedia increasingly becomes part of our daily lives, Multimedia addiction has received much attention. Adolescent students are especially vulnerable to developing dependence on the Multimedia, more than most other segments of the society. Present study examines the extent level of multimedia addiction among higher secondary school students and gender differences for multimedia addiction. This study involved 200 adolescent students (100 male and 100 female) studying in randomly selected higher secondary schools in Gorakhpur city. four questionnaire were administered 1st was Young's Internet Addiction Test (YIAT 20), 2nd was Bianchi and Philips Mobile Problem Use Scale and 3rd was Lemmens Game Addiction Scale applied for measured to Multimedia addiction in respondents. Results revealed that extent of multimedia addiction among higher secondary students were high and there were gender differences were also found.

**Keywords :** Addiction, Multimedia, Adolescents, Extent

## I. INTRODUCTION

Mobile phone, video games, and internet have assumed central roles in our daily lives. Multimedia are frequently used by young children, adolescents and adults, it is an integral part of their everyday life as they are totally dependent on it for studies, communication, entertainment, shopping etc. Multimedia has made lives easier and comfortable, and one cannot imagine life without multimedia even for a day. Use of multimedia is essential to make the life's task easier but its abnormal excessive and unnecessary use leads to addiction and makes life more difficult.

According to **Young (1998)**, adolescents are particularly vulnerable to technology addiction. They have poor coping mechanisms. When they face stress, they often choose what is comforting them, usually something easy to focus on such as online videos or social media sites. At the present time a world without Computer, Mobile Phone and Video game is unthinkable in the life of an adolescent. Growing up in the age of Multimedia technology has made Computer or Mobile phone and Video game accessible to almost every adolescent. Words like Blogs, You tube, Facebook, Instagram and Twitter now form part of the adolescent's local vocabulary. Adolescent are almost exclusively

socializing and communicating through Mobile phones and the Internet. The impact of social networking like Facebook, Whatsapp, and hike can be seen on school ground where adolescents are constantly typing on their Mobile phones (**Rideout, et al., 2010**). Adolescent are currently growing up with multimedia and they use different types of multimedia like mobile phone, internet, video game, tablets, and I-pads etc.

### Objectives of the study

- 1) To study the extent of multimedia addiction among higher secondary school students.
- 2) To study about gender differences for multimedia addiction.

## II. METHODS AND MATERIAL

**Samples** - Sample consists of 200 adolescents (100 male and 100 female) studying in higher secondary schools in Gorakhpur city were selected from using purposive random sampling.

### Tools used in the study:

In the present study researcher was used the following standardized tools for assessed the Multimedia Addiction Score among Adolescents.

1. Young's Internet Addiction Test (YIAT 20) was applied to qualify for the extent of Internet addiction. The Internet Addiction Test is the first valid and reliable measurement of internet addiction. This 20-item questionnaire was designed by Kimberley Young (1998). It measures Internet addiction in mild, moderate and severe levels. Each answer is scored on a Likert scale from 1 to 5. In a way that, score 1=rarely, 2=occasionally, 3=frequently, 4=often, and 5=always. The final score is obtained by summing the scores of all questions. The higher score represents a greater level of addiction. The total score 20-49 represents a mild addiction, 50-79 represents moderate addiction, and 80-100 represents severe addiction. The instrument has exhibited good psychometric properties in previous researches. The reliability for this questionnaire is 0.899 in Cronbach's Alpha.

2. Bianchi and Philips Mobile addiction test was applied for measured to Mobile addiction in respondents. Mobile Phone Problem Use Scale (MPPUS; Bianchi & Phillips, 2005) is a 27- item self-report scale. Mobile Phone Problem Use Scale listed a series of questions based on the Addiction literature and in particular, what is currently known about behavioural and technological addiction. Twenty seven questions covered the issues of tolerance, escape from others problems, withdrawal, craving and negative life consequences in the areas of social, familial, work and financial difficulties. A five-point Likert scale was utilized to score the MPPUS with responses ranging from Not true at all (1), Somewhat true (2), True (3), Very True (4) and Extremely True (5). Scores on the MPPUS range from 27 to 135, with higher scores 50 and above indicating greater levels of dependence. If the respondents score 50 and above, then they are taken as addictive to mobile addiction, whereas respondents scoring below 50 are taken as not addictive. The authors of this scale (Bianchi & Phillips) analysis of the internal consistency of the MPPUS yielded a Cronbach's alpha of 0.93, from which it can be implied that the measure is reliable and has high internal consistency between items.

3. Lemmens Game Addiction Scale was used for measured to Game Addicted respondents. The Game Addiction Scale (Lemmens et al., 2009) was 21 questions and contains seven items that measure symptoms of video game addiction over the past six

months. These are: How often during the last six months: 1. Did you think about playing a game all day long? (Salience), 2. Did you spend increasing amounts of time on games? (Tolerance), 3. Did you play games to forget about real life? (Mood modification), 4. Have others unsuccessfully tried to reduce your game use? (Relapse), 5. Have you felt bad when you were unable to play? (Withdrawal), 6. Did you have fights with others (e.g., family, friends) over your times spent on games? (Conflict), 7. Have you neglected other important activities (e.g., school, work, sports) to play games? (Problems). The items on the Game Addiction Scale are rated on a 5-point Likert scale: 1 (never), 2 (rarely), 3 (sometimes), 4 (often) and 5 (very often). As suggested by the authors of the scale, an item was considered endorsed when a respondent scored 3 or higher. The cut-off for addiction was in the present study set to a minimum score of three on at least four of the seven items. The reliability for this scale is 0.84 in Cronbach's Alpha.

### III. RESULTS AND DISCUSSION

#### Results

This table estimates the extent of Internet addiction (representing mild, moderate and severe addiction) which is in accordance with most studies that have assessed the extent of Internet addiction based on Young's Internet addiction test.

**Table 1.** Extent of Internet Addiction among Higher Secondary School Students

Level of IA	Boys	Percentage	Girls	Percentage		
Percentage	Total	Percentage	Total	Percentage		
Mild	26	26	27	27	53	26.50
	20	20	12	12	32	16
Moderate						
Severe	4	4	0	0	4	2
Not addicted	50	50	61	61	111	55.50

Data related to Internet addiction revealed that 26% of boys were mildly addicted to Internet, 20% were moderate addicted and 4% of boys were severely addicted. Similarly it was found that 27% of girls were

mildly addicted, 12% moderately addicted and none were severe addicted thus overall 26.50% of students were mildly addicted, 16% moderately addicted, whereas 2% were severe addicted and 55.50% of students were not addicted. It was also found that boys more addicted to internet compared to girls.

**Table 2.** Extent of Mobile Addiction among Higher Secondary School Students

Gender	Addicted		Percentage	
	Not addicted	Percentage		
Boys	58	58	42	42
Girls	44	44	56	56
Total	102	51	98	49

The above table revealed that 58% boys and 44% girls were addicted to Mobile and 42% boys and 56% of girls were not addicted. It was also found that boys more addicted to mobile, compared to girls.

**Table 4.** Video Game Addiction among Higher Secondary School Students

Gender	Addicted		Percentage	
	Not addicted	Percentage		
Boys	30	30	70	70
Girls	19	19	81	81
Total	49	24.50	151	75.50

The above table shows that 30% boys and 19% girls were addicted to video game, whereas 70% boys and 81% girls were not addicted to video game. It was also revealed that boys more addicted to video game compared to girls.

### Discussion

According to the obtained results in this study, the Internet addiction in students was found to be 26.50% of students were mildly addicted, 16% moderately addicted, whereas 2% were severe addicted. Previous studies showed similar finding. **Bahrainian and Khazae** (2014) found that the prevalence of Internet addiction in students was 40.7% of which 2.2% had severe addiction, and 38.5% had moderate internet addiction. A cross

sectional study was conducted by **Banjara and Bhukya** (2015), among medical college students in India, results showed that 71.9% students as mild addicted, 8.8% moderate addicted and 3.5% severe addicted.

It was also found that frequency of Mobile addiction was very high as compared to other Multimedia addiction. One of the reasons for this unexpected popularity of mobile is that it makes people's lives more convenient. However, this may also pose many risks for such dependence over a gadget. Previous studies showed similar finding. **Nikhita et al.** (2015) investigated the prevalence of mobile phone addiction among Indian secondary school adolescents, and they found that mobile phone dependence was 31.33% in students.

Various studies have examined the extent of video game addiction all over the world but the reported data were different. In this study it was found that 24.50% of the adolescents were addicted to video games and the extent/intensity was higher in previous studies conducted. **Thenu and Keerthi** (2013) reported that 40% youth find themselves addicted to their television sets, 37% addicted to cell phones, 19% computer and 15% were addicted to video game.

Our result indicated that boys was more addicted compared to girls. This above result is supported by **Rees and Noyes** (2007), who found that there was a significant gender difference that were reported for computer and internet use, internet attitudes, and computer anxiety.

### IV. CONCLUSION

It is concluded that Extent of multimedia addiction among higher secondary students was high and frequency of Mobile addiction was very high, access to Mobile phones play many roles in students life, including watching television, taking and sharing pictures, listening music, accessing social networking sites and online shopping also, so Mobile addiction is more common among students compared to other addiction. There were gender differences was also found.

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