RELATIONSHIPS OF SOCIAL MEDIA ADDICTION AND
STUDENT ENGAGEMENT

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Mudssar Zulfiqar²

Abstract:

This research is designed to check the relationship of Social Media Addiction and Student Engagement. Media Addiction is dealt as independent variable Student Engagement as dependent variable. This is quantitative research. Data is collected 600 respondents with the help of structured questionnaire. Multistage sampling techniques i.e. simple random sampling and Judgment sampling are used for selection of respondents. Results indicate that Social Media Addiction is good predictor of Student Engagement. In future, these kinds of researches may also conduct on different sectors like textile sector, telecommunication sector, and health sector. In future, more universities of heterogenous cities will also include for generalization of results.

Key Words: Social Media Addiction; Student Engagement, Punjab University, Superior University, Forman Christian College and Lahore College for Women University Lahore, Pakistan.

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Introduction

Current study is designed to check the relationship of social media addiction and student engagement. Social media addiction is independent variable and student engagement is treated as dependent variable. In higher education the student engagement is extensively recognized because his influence on success and learning and so this has been extensively theorized and researched. Student engagement exist as an expression in higher education and that would be immensely theorized and research work under discussion with increasing affirmation and its commentative role in success and learning (Trowler 2010) student engagement is no longer questioned and he suggest in his recent review but the government extensively interested to measure the student outcome. (Zepke and Leach 2010) also suggest that engagement of student can work as an agent for standard (Kuh 2009).

Clearly understand about this necessary raise is vital and engagement is having many sides and complex. The overarching meta construct also aims to draw together showing the great deal of variety in different studies and give the explanation about the success of student (Fredricks, Blumenfeld, and Paris 2004). All have same opinion it is most important because debate is established over the same issue, but the main cause is an absence of variance among the engagement along its antecedents and results. The engagement of student defines by (Kuh 2009) (Krause and Coates, 2008) also used is a time that students dedicated to their activities and are empirically connected to suitable results of college and what educational institutions also doing to give rise to their students who are participated in those events (Kuh,2009, p. 683). Bowen et al., (2017) suggested that social media has significant effect on student engagement. Today the technology has entered every aspect of life and the internet is knowledge technology as a vehicle of communication, trade and information. Now the emergence of technology secures, fast, inexpensive information and to facilitate communication though this means of technology causing the individuals life and society.

This is a fact changing form of communication leads and usage of internet take place separately in time and space over the virtual environment. In modern age the social media is the extended version of the internet technology and the changes of communication channels between the people. Worldwide users of internet have immensely increased around 3 billion and 732 million people and the total percentage is 46.9, the data provided by internet based leading firms in 2017 who evaluate the data through the statistical process (Kuss & Griffiths, 2012).

In 2000-17 the rate of social media usage is higher in Turkey as compare to Europe (37.6%) because the usage rate of internet increases (933.8%)and the same study also pointed out that internet users in Turkey around 46 million and 283 people
and their percentage is (59.6%) and Face book users are nearly 41 million and their percentage is (53.2%) and in the same research that is outline about the number of internet users in Turkey is nearly 46 million 283 people (59.6%) and the users of face book is about 41 million (53.2%). Addiction of social media is to be deem as a addiction of internet (Kuss& Griffiths, 2012).

Literature Review

Student Engagement

Student engagement term has concerned about the involvement of student and it also have historic roots in Australia and North America particularly. This matter can engrain by yearly immense scale of national surveys. In higher education the student engagement is extensively recognized because his influence on success and learning and so this has been extensively theorized and researched. Student engagement exist as an expression in higher education and that would be immensely theorized and research work under discussion with increasing affirmation and its commensurate role in success and learning (Trowler 2010) student engagement is no longer questioned and he suggest in his recent review but the government extensively interested to measure the student outcome.(Zepke and Leach 2010) also suggest that engagement of student can work as an agent for standard (Kuh 2009).

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Engagement is also expanded by the art of teaching and rest of the comes through by the spirits of students who invested in their academic or campus base tasks. e.g. groups events or campus engage, peer and teacher involvement, studying and meeting higher academic expected values) is firmly linked with a successful academic experience (Kuh 2009).

Many authors also focused about the effort made by their academic faculty and educational institution to give better situation to student to expand their learning chances (Krause & Coates, 2008). (Pascarella&Terenzini,2005). Student engagement is also affected by several factors. For example, social and economic conditions, academic
preparation, ethnic and racial background, generations experiences (first generation versus those students who have educated parents) all of them have acting for (Pascarella et al., 2004) growth of student engagement. Pascarella and their teammate find out in a study engagement is affect by faculty towards students.

As the matter discuss earlier any attempt that universalize the student experiences may become in an absence of identification and how those factors communicate in classroom of university. Despite of all factors this is a common view that accepted about engagement and educational success are closely twine together. An example is reflected about this thinking in by the National Research Council and stated that the students in sequence to feel a motivation to gain something that would be have, the ability to do something and control, confidence about the importance of education and a sense of belonging.

They also pointed and stated that engagement is a key for student success and their stay in institution. It should not be unexpected and investing into study how to maintain the engagement in institution. In other words, no surprising thing used to increase the engagement in classrooms also. Certainly, the universities or colleges also take the especially rational measures of the institutional learning results, decisions about the allocation of resources and the strategies of curriculum (Ewell, 2008; Gonvea and Kuh, 2009).

Seven engagement points proposed by Krause and Coates (2008) in analysis of student engagement e.g. Online, Transition, Academic and Beyond the class, Peer, Student and Staff, Intellectual, but this research is considering the three-dimensional model of (Welch & Bonnan-White, 2012) Academic Engagement, Peer Engagement and Intellectual Engagement.

Social Media Addiction

A person who use the social media and spend excessive amount of time on it and have a desire to get the immediate information about any happenings and generate the communication and problem as well as virtual tolerance. So, these types of attitudes also force the person into those type of Endeavour and disclose that social media addiction (Turne & Serenko, 2012) also outline three different hypothetical extent to clarify the development of social network addiction. Today the technology has entered every aspect of life and the internet is knowledge technology as a vehicle of communication, trade and information. Now the emergence of technology secures, fast, inexpensive information and to facilitate communication though this means of technology causing the individuals life and society.

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**Hypothesized Research Model**

![Diagram]

Bowen et al., (2017) suggested that social media has significant effect on student engagement. Thus, current study proposes the following hypotheses in this regard.

**H1:** Social Media Addiction has significant effects on student engagement.

**Measurement**

Social Media Addiction is evaluated by 14 items scale. This scale was adopted from the old researcher (for e.g. Al-Menayes 2015). Student Engagement is evaluated by 18 items scale. This scale was adopted from the old researcher (for e.g. Welch & Bonnan-White 2012).

**Reliability of Student Engagement**

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.824</td>
</tr>
</tbody>
</table>

If the value of Cronbach’s Alpha is greater than 0.50 then the data is reliable and result in above table shows that the value of Cronbach’s Alpha for Student Engagement is 0.824 this means data is reliable.
Reliability of Social Media Addiction

Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.859</td>
<td>14</td>
</tr>
</tbody>
</table>

In above table the value of Cronbach’s Alpha for Social Media addiction is 0.859 this mean that data is reliable. When Cronbach’s Alpha is greater than 0.50 so the data is reliable.

Correlation Analysis

Correlations

<table>
<thead>
<tr>
<th></th>
<th>SMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE</td>
<td>0.45(**)</td>
</tr>
</tbody>
</table>

* Correlation is significant at the 0.01 level (2-tailed).

The coefficient of correlations between the relationship of SE and SMA is 0.45(**). This shows that relationship between these variables is significant and positive.

Regression Analysis

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.52</td>
<td>0.26</td>
<td>.25</td>
<td>.53523</td>
</tr>
</tbody>
</table>

a Predictors: (Constant), SMA

ANOVA (b)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>4.048</td>
<td>1</td>
<td>4.048</td>
<td>14.130</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>171.309</td>
<td>598</td>
<td>.286</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>175.357</td>
<td>599</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a Predictors: (Constant), MA

b Dependent Variable: SE
In the above Table the result shows that relationship of Social Media addiction on Student Engagement. The value of $R^2$: 0.26 which is greater than 0.25, $F= 14.130$, $p= 0.00$ i.e. $< .01$. and value of $\beta= .413$ this mean that one-unit change in Social media addiction will result 41.3% change in student Engagement.

**Conclusion**

The purpose of this study is to check the relationship of Social Media Addiction and Student Engagement. Results indicate that Social Media Addiction is good predictor of Student Engagement.

**Limitations of Research**

Following are limitations of the study.
- Data is not collected from all the Universities of Lahore.
- Data is not collected from different cities of Pakistan such as Karachi, Faisalabad, Bahawalpur, Multan and Peshawar.
- This is cross sectional research.
- Some other potential predictors of student engagement for example student satisfaction, student benefits are not included in this research.

**Future Researches**

Following are future researches of the study.
- In future, Data will be collected from all the Universities of Lahore.
- Data will also collect from different cities of Pakistan such as Karachi, Faisalabad, Bahawalpur, Multan and Peshawar.
- Longitudinal data collection method will also conduct for generalization.
- Some other potential predictors of student engagement for example student satisfaction, student benefits will also include in this future research.

**Reference**


