



ASSESSING INTERNET ADDICTION AMONG INDIAN BUSINESS MANAGEMENT GRADUATES USING YOUNG'S IAT

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ABSTRACT:

It is highly unlikely that anyone who lives in a society where the internet is pervasive won't develop an addiction to it. Younger generations use the internet more frequently than older generations do. This study examines the prevalence of Internet addiction among Indian business administration graduates using Dr. Kimberley Young's "Internet Addiction Test" questionnaire as a research tool. Four different aspects of Internet addiction are examined: a lack of control, behaviour, the amount of time spent online, and emotional conflict. According to the test's findings, the respondents' low level of productivity is directly related to how much time they spend online. Both men and women are found to use the internet at roughly the same rates.

KEYWORDS: Internet, addiction, correlation, non-parametric, lack of control, emotional conflict, time, behaviour.

I. INTRODUCTION:

The computer and the internet have become absolutely essential to human life in this technological age, and social media has a significant impact on this. The growth of the communication network is one of the reasons people use social media. People use social media for a variety of reasons, including the simplicity, quickness, and low cost of information access via computers and the internet.

The internet has brought about a number of significant changes in the forty years since its inception. This has made it possible to disseminate information, including amusing, newsworthy, financial, and academic information. It has enabled people to interact with one another in a variety of ways, including through social networking, instant messaging, video conferencing, and e-mail, which has improved social cohesion. Srijampana and colleagues 2023. On social networking sites like Facebook, Twitter, Instagram, YouTube, and Snapchat, you can find people interacting of all ages and socioeconomic statuses. On these websites, users can exchange data like photos, text, voicemails, and other types of media. Social media helps to mobilise the masses and raise awareness of issues. (2015) Kirk et al.

Most of us have arrived at the point where it is challenging to imagine a world without instant and uninterrupted access to the internet in a relatively short period of time. Teenagers and adults have been observed to have an increase in psychological issues and internet addiction over the past few years, particularly in the years immediately following the COVID 19 pandemic. Between childhood and adulthood, during adolescence, a person's body, thoughts, behaviours, feelings, and interpersonal relationships all change as they go through the maturation process. Ciacchini and others, 2023

The idea of "internet addiction" was first advanced by Dr. Ivan Goldberg in 1995. One sign of internet addiction is problematic internet use. Investigating the causes of the increase in the prevalence of internet addiction disorders and internet gaming disorders will help to find a solution to this problem. Srijampana and colleagues 2023.

They ruin lives by causing social problems, psychological disturbances, and neurological problems. India has a very large Internet user population, especially among the younger generations. Internet usage has generally increased around the world, and India is not an exception. The estimated total number of Internet users in India in 2010 was 81 million, or 6.9% of the entire population of the nation. A typical Internet user in India fits the following description, according to the Internet Usage Stats and Telecommunications Market Report: the majority of users are young people (72%), 37% access the Internet through cyber cafes, 87% of users access the Internet to check their email, and 80% of users search the Internet for general information. Despite the fact that Internet usage is quite widespread in India, there is a dearth of research that looks at how it affects those who use it. The goal of this study is to find out how common internet addiction is among students studying business management and what forms it takes.

II. REVIEW OF LITERATURE:

Dr. Kimberly Young created the Internet Addiction Test, or IAT, as a measurement to ascertain whether or not adults have an orientation towards the Internet and technology as well as how severe this orientation is. The subject of Internet addiction is currently receiving a lot of attention in academic circles due to the expanding influence that the internet has on people in today's society. This condition, which is characterised by compulsive online behaviour, is categorised as a disorder that necessitates a diagnosis and the proper course of care. The first validated test to measure Internet addiction in adults is the Internet Addiction Test created by Young. The IAT has also been applied in a number of mental health-related contexts outside of the classroom. The term "Internet" in this test refers to all varieties of web-based services, contacts, and activities that can be carried out online. It includes things like "websites, Internet-based games, social media, and online entertainment," as well as items that "can be accessed on all different kinds of computers, screens, devices, phones, portable electronic devices, and other forms of technology." One of the consequences of the detrimental effects of the Internet is people's inability to regulate the amount of time they spend using their electronic devices. The inability causes issues with people's interpersonal relationships, employment, and academic performance over time. The term "Internet addiction" describes an unquenchable and uncontrollable thirst for using the Internet, which can have a negative impact on a person's life. The characteristics that are used to diagnose other types of addictions have been compared to the signs of Internet addiction. Given that it is characterised by an impulse control disorder, it can be compared to the pathological disorder of gambling due to the similarity in diagnostic criteria and symptomatology. The similarity in the diagnostic criteria allows for the drawing of this comparison. Because of this, the scale used in the survey is an extension of the DSM-IV criteria for pathological gambling to Internet usage. The Internet Addiction Test (IAT) uses such findings to capture the problematic Internet addiction problems. Consistent patterns that distinguish normal Internet usage from addictive Internet usage have been identified, recognised, and extracted. Widespread acclaim has been given to the Internet Addiction Test (IAT) as a reliable and credible assessment tool that can address key facets of Internet addiction. The test aids in assessing and quantifying the respondents' involvement with or time spent on computers in general, and specifically, the Internet. Depending on how much one uses the internet, it assigns a level of impairment ranging from mild to severe. Anyone who has logged on to a computer at some point in the previous seven days is eligible to participate in the survey, which is targeted towards people who spend a lot of time online. Twenty questions make up the Internet Addiction Test (IAT), which examines topics like compulsivity, dependency, and escapism in online users. The questions also cover issues that can develop as a result of excessive Internet use in one's social life, professional life, and personal life. There is a continuum in each of the statements that, like a Likert scale, ranges from 0 to 5 and indicates how much the person uses the internet. The test is an updated version of an earlier scale known as Young's Internet Addiction Diagnostic Questionnaire (IADQ), which had eight questions. The Internet Addiction Test (IAT), which measures Internet addiction, has been translated into many languages, including but not limited to English, Chinese, Korean, French, and Turkish. (Young, 2017)

Studies have been conducted all over the world regarding the problem of internet addiction, which has emerged as a phenomenon that is felt by everyone. (2006) Suhail & Bargees Suhail and Bargees wrote an article titled "Effects of Excessive Internet Use on Undergraduate Students in Pakistan." They set out to look into how using the Internet affected undergraduate students at Pakistan's GC University Lahore, both favourably and unfavourably. To specifically track the occurrence of problem patterns originating from the behavioural, interpersonal, educational, psychological, and physical arenas, researchers created the Internet Effect Scale (IES). They are able to comprehend the effects of the internet better as a result. Investigations are being done into the harm the internet can do. The study's conclusions indicate that while students' use of the Internet did increase their level of knowledge, it did not significantly affect their overall productivity. Nevertheless, the study's conclusion listed the findings that suggested that unrestricted Internet use might reduce a person's productivity, in addition to outlining the advantages of using the Internet. (2006) Suhail & Bargees

The study "Prevalence and Patterns of Internet Addiction among Medical Students" looked into the frequency of Internet use and the patterns that result from it among medical students in Guntur, an Indian city. In the cross-sectional study that was conducted, 211 different students were given a semi-structured proforma and the Young's Internet Addiction Test to gauge their level of Internet addiction. The results showed that there was a significant difference in usage and sex. The increased and higher rate of Internet and social media usage was believed to be caused by the accessibility of high-speed internet. Only 0.4% of respondents are thought to be internet addicts, despite the fact that a significant portion of respondents have a habit of using the internet frequently. Srijampana and others (2012)

In the first year of the COVID-19 pandemic, a study titled "Social Media in Adolescents: A Retrospective Correlational Study on Addiction" was conducted to look into the psychological relationship between social media use and Internet addiction. The researchers were specifically looking to see if there was any relationship between the two. A random sample of 258 students were given surveys using the XLSTAT programme that assessed their levels of social media addiction (BSMAS), self-esteem (RSES), loneliness (CISQ-A), and anxiety (STAI-Y). The cross-sectional study's findings showed that 11% of the participants had an addiction to the Internet, with women making up 59% of those addicted. Gender is one of the factors that affects how much time is spent on social media, according to the study's findings. The regression analysis's findings indicate that gender and anxiety are two variables that can help predict social media addiction. Ciacchini and others, 2023

Among 1363 teenagers in the Central Anatolian Region of Turkey, a study titled "The Contribution of Social Media Addiction to Adolescent LIFE: Social Appearance Anxiety" was conducted. The goal of the study was to better understand how adolescents' perceptions of their social appearance are influenced by the visual content of social media, which can result in social anxiety, social media addiction, and emotional eating behaviours. The Sovail Appearance Anxiety Scale (SAAS), the Social Media Addiction Scale (SMAS), and the Emotional Eating Scale (EES-C) were administered to study participants as questionnaires. The variables that were examined and the fact that 24.4% of the respondents acknowledged being addicted to social media were not found to be related in any way. Caner and others, 2022

The article "Clinical Characteristics and Diagnostic Confirmation of Internet Addiction in Secondary School Students in Wuhan, China" examined the psychological wellbeing of high school students who had a propensity for using the Internet. A structured questionnaire that included "Demographics, Symptom Checklist 90, Self-Rating Anxiety Scale, Self-Rating Depression Scale, and Young's Internet Addiction Test (YIAT)" was given to two schools in the Chinese city of Wuhan. Young's Internet Addiction

Test results of five or higher were considered indicative of Internet Addiction Disorder in the respondents. IAD was determined to affect 136 respondents, or 12.6% of the entire sample. (2014) Tang et al.

Online chatting and Internet Addiction Disorder (IAD) were the subjects of a study titled "Internet Addiction Disorder and Chatting in the Czech Republic" that looked into these topics in relation to two different groups of respondents in that country. Internet users from the Czech Republic made up one group, and students from Czech universities made up the other. This investigation was built upon the IAT questionnaire created by Kimberly Young. The results showed that a significant proportion of university students in the Czech Republic who engaged in serious online chat were internet addicts. (2005) Simkova & Cincera the relationship between internet addiction and the mental health issues of depression, anxiety, and stress was examined in the study "Internet Addiction and Depression, Anxiety, and Stress". Three hundred college students from a medium-sized Turkish state university participated in the event. The instruments used in the study to gauge the relationship between the variables were the Online Cognition Scale and the Depression Anxiety Stress Scale. The study's conclusion was derived from the correlation analysis, which revealed a strong association between internet addiction and the group of variables under investigation. (2011) Akin and Iskender

The objective of the study titled "A Quantitative Research on the Level of Social Media Addiction Among Young People in Turkey" was to ascertain the extent of social media addiction that is common among young people in Turkey using a social networking status scale as a measuring tool. Three factors made up the rating system: convergence, ethics, and addiction. There were 271 young people in total, ages 13 to 19, who participated in the study. The study's conclusions included those that there was no significant difference between gender and social media addiction and that there was a significant correlation between social media addiction and factors such as age, amount of time spent online, and frequency of daily visits to social media sites. (2015) Kirk et al.

341 Arabic postgraduates participated in a study titled "A Psychometric Evaluation of Bergen Facebook Addiction Scale (BFAS) of University Students" to examine their Facebook addiction. Only 1% of students, significantly less than the average of about 5%, are found to be addicted to Facebook, according to the study's findings. The Arabic version of the BFAS was regarded as a reliable tool for measuring issues that emerged as a result of the use of social media networking sites because it appeared that there was no difference in Facebook addiction between males and females. Salem and others (2016)

III. RESEARCH METHODOLOGY:

Indians with business administration degrees who are between the ages of 19 and 25 will take part in the study. 106 participants contributed to the research, which was conducted. Table 1 lists the total number of male and female participants in the study. We employ a technique called simple random sampling to gather our data. The primary information gathered from the IAT questionnaire is used in the survey. There has been use of this data.

The "Internet Addiction Test (IAT) questionnaire" by Dr. Kimberly S. Young is used to collect data. There are twenty questions in it altogether. The IAT's overall score is calculated by adding the ratings given for each of the test's 20 items. Every item is rated out of a possible range of 0 to 5 on a scale. One hundred points is the maximum score that can be earned. The score directly relates to how serious the addiction problem is; the higher the score, the worse it is. A normal level of Internet usage is indicated by a score between 0 and 30, a mild level of Internet addiction is indicated by a score between 31 and 49, a moderate level is indicated by a score between 50 and 79, and a severe level of dependence on the Internet is indicated by a score between 80 and 100.

IV. HYPOTHESIS TESTED:

The mean ranks of men and women do not significantly differ in terms of lack of control, behaviour, time spent, or emotional conflict.

The SEM analysis was completed using IBM AMOS version 26, which was used.

V. RESULTS AND DISCUSSION:

NORMALITY TEST

H₀: The data follows normal distribution.

H₁: The data slightly deviates from normal distribution.

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Lack of Control	.090	106	.033	.964	106	.005
Behaviour	.087	106	.047	.970	106	.015
Time of Usage	.103	106	.007	.964	106	.005
Emotional Conflict	.087	106	.049	.965	106	.007

a. Lilliefors Significance Correction

Since all the p values < 0.05 it deviates from normal distribution and hence non-parametric tools are applied.

GENDER – U TEST

H₁: There is no significant difference between the mean rank of men and women with respect to lack of control, behaviour, time spent and emotional conflict.

Test Statistics^b

	lack of control	Behaviour	Time of Usage	emotional conflict
Mann-Whitney U	67.500	69.000	88.500	45.500
Wilcoxon W	70.500	72.000	91.500	48.500
Z	-.849	-.814	-.361	-1.361
Asymp. Sig. (2-tailed)	.396	.416	.718	.174
Exact Sig. [2*(1-tailed Sig.)]	.428 ^a	.453 ^a	.728 ^a	.198 ^a

a. Not corrected for ties.

b. Grouping Variable: Gender

H TEST:

Hypothesis: There is no significant difference between the mean rank of men and women with respect to lack of control, behaviour, time spent and emotional conflict.

Test Statistics^{a,b}

	Lack of Control	behaviour	time	emotional conflict
Chi-Square	2.734	1.890	.933	2.789
df	1	1	1	1
Asymp. Sig.	.098	.169	.334	.095

a. Kruskal Wallis Test

b. Grouping Variable: Age

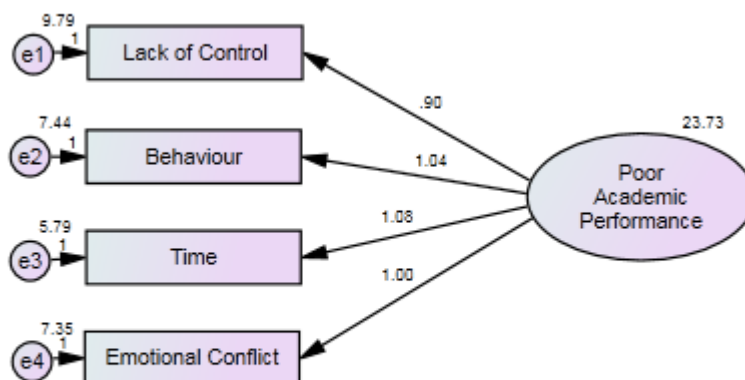
RESULT:

Based on the P value we reject the null hypothesis. Hence there is no significant difference between the mean rank of men and women with respect to lack of control, behaviour, time spent and emotional conflict.

INFERENCE:

Based on the Mann-Whitney U-test we conclude that both men and women have same perception towards lack of control, behaviour, time spent and emotional conflict.

AMOS (GOODNESS OF FIT):



- Table showing Model Fit Indices

Fit Indices	Results	Suggested values
Significance value	.613	P-value >0.05
Chi-square/degree of freedom (x ² /d.f.)	.490	≤ 5.00 (Hair et al., 1998)
Goodness of Fit Index (GFI)	.995	>0.90 (Hair et al. 2006)
Adjusted Goodness of Fit Index (AGFI)	.977	> 0.90 (Daire et al., 2008)
Root mean square error of approximation (RMSEA)	.000	< 0.08 (Hair et al., 2006)
Parsimony goodness-of-fit index (PGFI)	0.199	Within 0.5 (Mulaik et al., 1989)

VI. CONCLUSION:

To ascertain the causes of the graduates' declining academic performance, Young's IAT was given to recent Indian business school graduates. Non-parametric techniques are used to analyse the data because they are normally distributed. There was no statistically significant difference between the mean rank of men and women in terms of lack of control, behaviour, amount of time spent, and emotional conflict, according to the Mann-Whitney U-Test and Mann-Whitney H-Test results. According to the findings of the SEM analysis, Internet usage significantly affects the amount of time spent online.

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