



# **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.

# PROBLEM

- \* 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 addition, 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

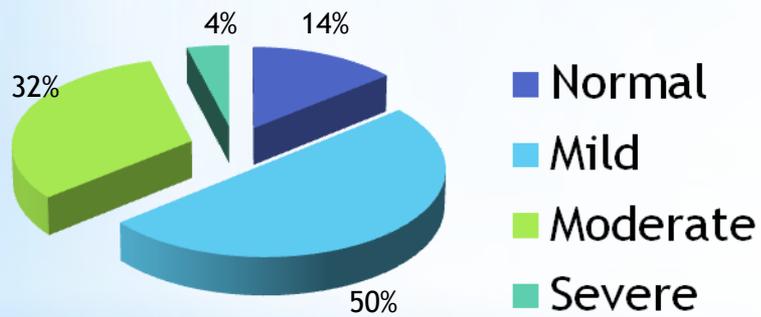
# HYPOTHESES

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

H14 There is a significance negative effect of SNS usage on psychological well being of adolescents

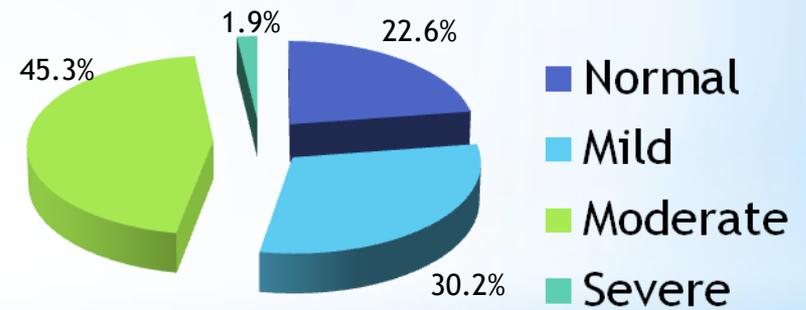
# SNS Usage Among Gender

Male



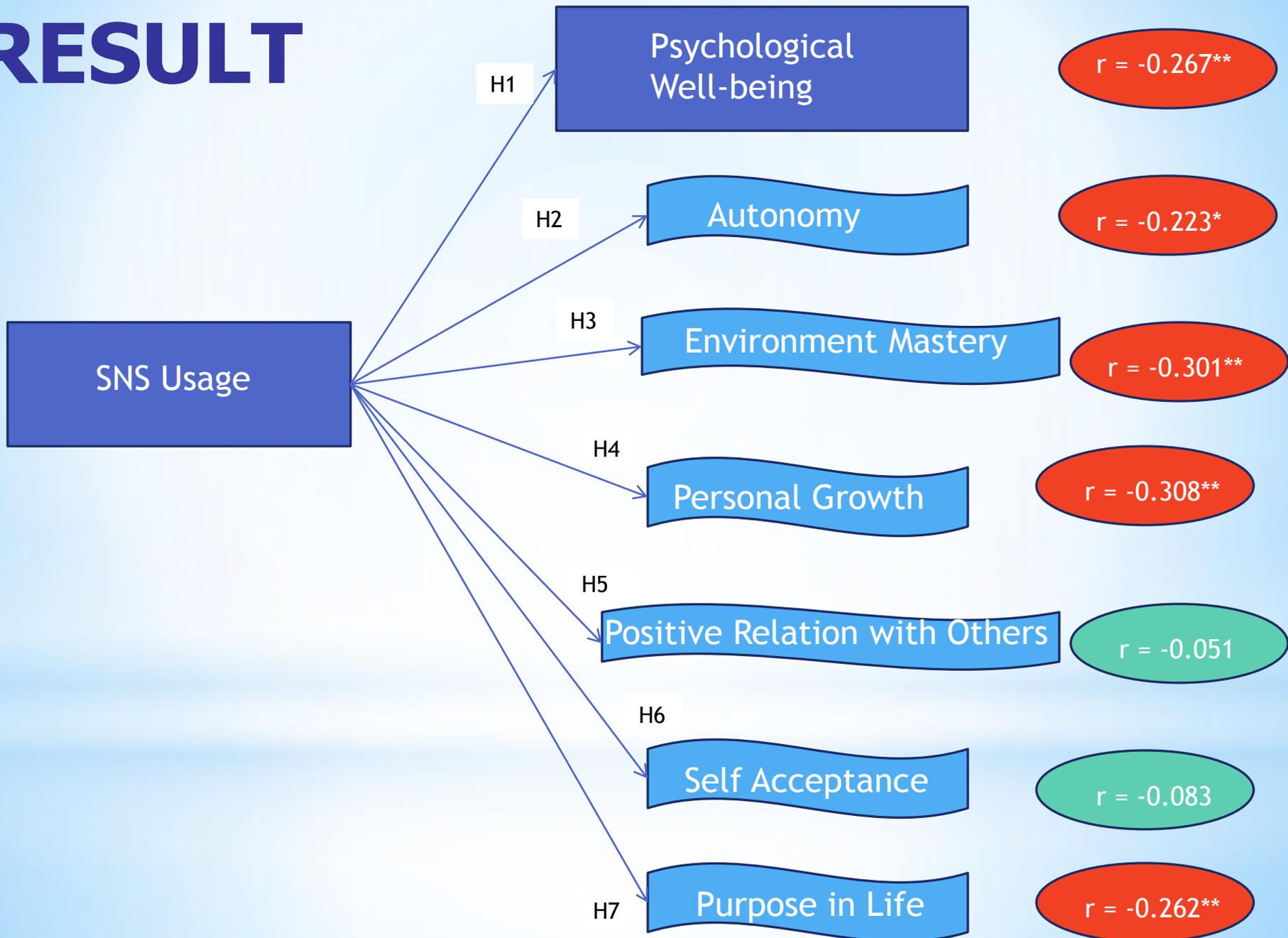
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Female

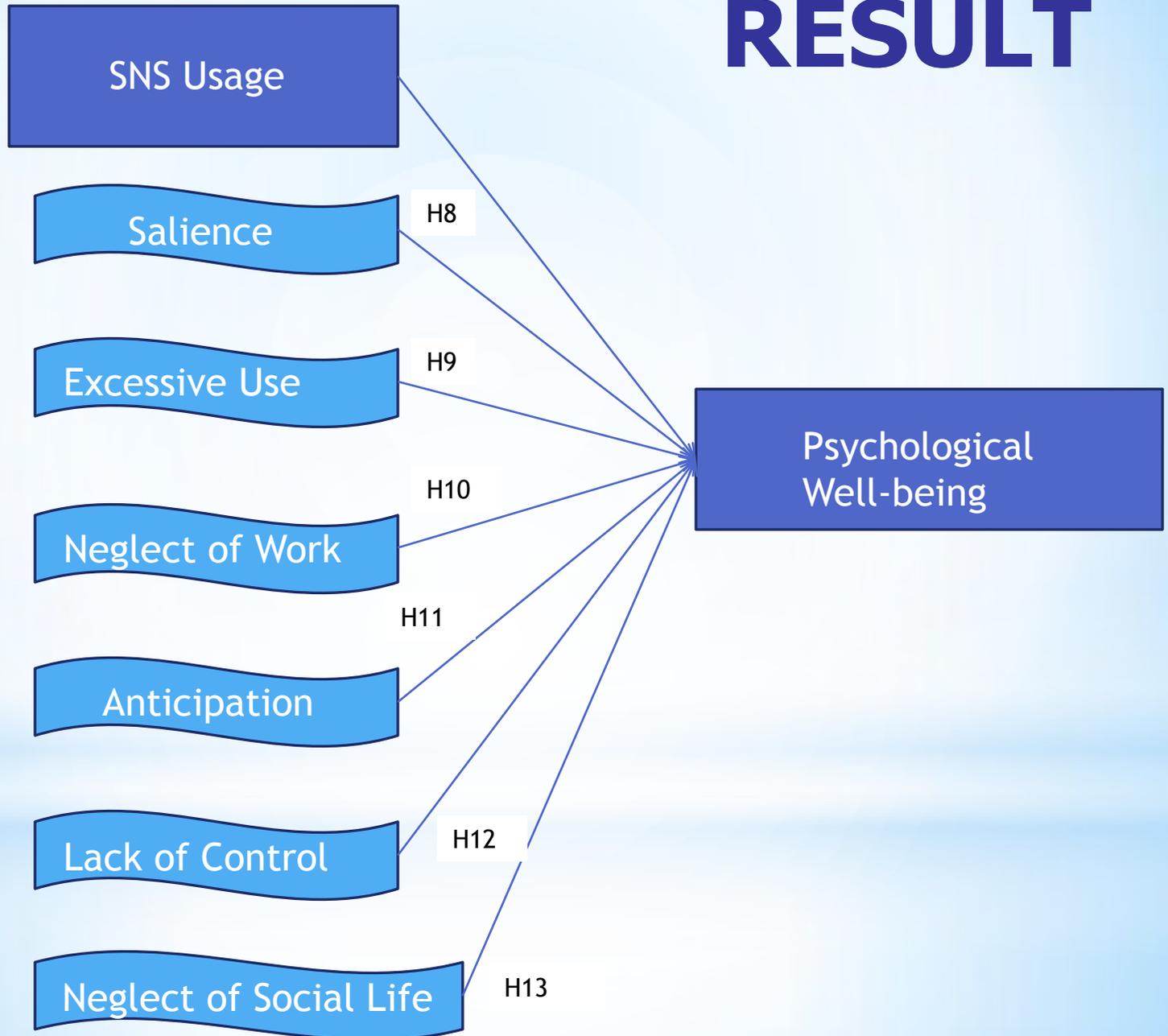


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# RESULT



# RESULT



## Correlations Matrix

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1.General SNS addiction	1	.889**	.910**	.823**	.724**	.818**	.766**	-.267**	-.301**	-.308**	-.051	-.262**	-.083	-.223*
2.Salience		1	.755**	.646**	.560**	.619**	.658**	-.269**	-.216*	-.317**	-.067	-.295**	-.081	-.234**
3.Excessive use			1	.699**	.635**	.726**	.646**	-.248**	-.312**	-.293**	.007	-.239**	-.121	-.206*
4.Neglect of work				1	.531**	.642**	.573**	-.251**	-.350**	-.276**	-.098	-.215*	-.100	-.149
5.Anticipation					1	.611**	.466**	-.060	-.112	-.131	.110	-.033	.143	-.216*
6.Lack of control						1	.527**	-.151	-.273**	-.131	-.054	-.131	-.032	-.076
7.Neglect of social life							1	-.272**	-.200*	-.291**	-.104	-.308**	-.117	-.223*
8.General psychological well being								1	.742**	.763**	.772**	.816**	.759**	.659**
9.Environmental mastery									1	.432**	.456**	.510**	.600**	.438**
10.Personal growth										1	.577**	.602**	.401**	.388**
11.Positive relation											1	.579**	.536**	.274**
12.Purpose in life												1	.541**	.433**
13.Self-acceptance													1	.450**
14.Autonomy														1

\*\* . 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)

Model Summary									
Model	R	Adjusted R Square	Std. Error of the Estimate	Change in R Square	F Change	df1	df2	Sig. Change	F
1	.272 <sup>a</sup>	.074	28.543	.074	8.077	1	101	.005	

a. Predictors: (Constant), Addict-Neglect of social life

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6580.364	1	6580.364	8.077	.005 <sup>a</sup>
	Residual	82285.093	101	814.704		
	Total	88865.456	102			

a. Predictors: (Constant), Addict-Neglect of social life

b. Dependent Variable: Sum of psychological well being

Coefficients <sup>a</sup>									
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta				Lower Bound	Upper Bound
1	(Constant)	231.500	6.913			33.488	.000	217.787	245.214
	Addict-Neglect of social life	-3.925	1.381	-.272		-2.842	.005	-6.664	-1.185

a. Dependent Variable: Sum of psychological well being

# \* 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 composures 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.

# SNS USAGE MILD TO SEVERE ADDICTION

## Autonomy

Adolescents very concerned about expectations and evaluations of others, which means that they relies on judgment of others to make decision, more conforms to social pressure to think and act.

## Environment Mastery

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

## Personal Growth

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

## Purpose in Life

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**