



**ADDIS ABABA UNIVERSITY COLLEGE OF HEALTH SCIENCES
SCHOOL OF PUBLIC HEALTH**

Title: Social media Addiction among undergraduate students in the College of Health Sciences Addis Ababa University, Ethiopia

By: Lidet Afework (MD)

Advisor's names

1. Primary: Dr Eshetu Girma (PHD)
2. Secondary: Dr. Mulugeta Tamire (PHD)

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APPROVED BY THE BOARD OF EXAMINERS

This is to certify that the thesis prepared by Lidet Afework entitled “**Social media Addiction among undergraduate students in the College of Health Sciences in Addis Ababa, Ethiopia**” and submitted in partial fulfillment of the requirements for the Degree of Master in General public health complies with regulations of the University and meets the accepted standards with respect to originality and quality.

Signed by the examining committee:

Advisor

_____	_____	_____	_____
Full name	Rank	Signature	Date

External Examiner

_____	_____	_____	_____
Full name	Rank	Signature	Date

Internal Examiner

_____	_____	_____	_____
Full name	Rank	Signature	Date

Chairman, Department Graduate Committee

_____	_____	_____	_____
Full name	Rank	Signature	Date

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ACRONYMS

AAU	Addis Ababa University
ANOVA	Analysis Of Variance
K10	Kessler Psychological Distress Scale
MOE	Ministry of Education
MOH	Ministry of Health
ODK	Open Data Kit
SPSS	Statistical Package For Social Sciences
YIAT	Young Internet Addiction Test

Abstract

Background: Globally, 4.48 billion people use social media, one hundred fifty million new users have come online within the last twelve months, and on average, two hours and twenty-four minutes are spent on social media per day per person. Two hundred and ten million people are known to suffer from social media addiction. Hence, this study will determine the magnitude and associated factors of social media addiction in undergraduate students in college of health sciences Addis Ababa University

Objective: The objective of the study was to assess the magnitude of social media addiction, and associated factors of social media addiction among undergraduate students in the College of Health Sciences at Addis Ababa University, Ethiopia 2024.

Methods: A cross-sectional study was conducted at the Addis Ababa University College of Health Sciences; Seferi Selam Campus. The study population were undergraduate students in college of health sciences seferi selam campus. A sample of 385 students were recruited using stratified simple random sampling. The data was collected using a structured, self-administered questionnaire using ODK and analyzed using SPSS version 25 data analysis software. Multiple Linear regression was used to identify the predictors of social Media addiction.

Results: The prevalence of social media addiction among undergraduate health science students at Addis Ababa University was 44.4%. The age group 18-19 and 20-22 showed the highest prevalence of social media addiction (47.3%) and (47.19%) respectively. The mean hour spent on social media per day was 3.75 hours. Social media addiction significantly varies across different age groups, departments and gender. The predictors of social media addiction were sex p value <0.000 β (.131), 95% CI (2.388, 7.584), age p value <0.005 β (-.089), 95% CI (-1.979,-0.359), self-esteem p value <0.002 β (-.103) 95% CI (-1.535,-0.325), average hour spent on social media p value <0.000 β (.216), 95% CI (1.557, 3.079) and psychological distress p value <0.000 β (.612) 95% CI (1.258, 1.589).

Conclusion: In conclusion, nearly half percentage of students are addicted to social media (44.7%) Mental wellness of the students such as level of psychological distress (high) and Low level of

self-esteem are predisposing students for addiction to social Media . MOH, MOE and AAU shall be aware of growing addiction to social media in undergraduate students in college of health sciences Addis Ababa University and plan on expanding students' refreshment centers, open discussion platforms and plan on possible solution for the growing addiction to social media by involving students and researchers.

Key words: social media, social media addiction, self-esteem, psychological distress scale, young internet addiction test

1. Introduction

1.1 Background

The Internet is a technology that makes it possible for people to get all the information they need easily and hastens communication across borders. Given these characteristics, the internet is the means that enters every aspect of human life. In today's world, the internet is a popular tool used by people of all ages and seen as a free-time activity in a multitude of countries across the globe (1).

According to economic times, social media are defined as a set of websites and programs that make people chat, exchange information, and work collaboratively. People use it for staying connected with their friends, family, and neighbors.

There are many types of social media platforms; each has its own use. For example, social networking (Facebook, Twitter, LinkedIn), bookmarking (Pinterest), sharing news (Reedit, Digg), sharing media (Instagram, TikTok), and blogging (Tumblr). Social media users include all types of people and institutions. When thinking about social media and research, older social media platforms like YouTube, Vimeo, and podcasts are included. While recognized organizations and professionals often use these platforms, they are still social platforms accessible to many users of varying credibility (2)

Internet addiction is a state when the use of social media becomes compulsive, and becomes dependent on it for their mental wellbeing, and user becomes unhappy when not using it (3).

Social media addiction is a compulsive behavior related to any online activity in which individuals have an inability to control internet usage despite its negative consequences (4), is also defined as when people have an overwhelming desire to use social media (5)

1.2 Statement of the problem

According to the social media, statistics research summary in 2023, one hundred fifty million new users have come online within the last twelve months, and on average, two hours and twenty-four minutes are spent on average on social media per day on social media per person.

According to a report by social media addiction statistics by 2023, social media have been present since 1997, while they have grown significantly since 2004. By the year 2023, in the world, 4.26 – billion people use social media, which is more than half of the entire world population. Women spend an average of 2.08 hours on social media, and men average 1.81 hours a day. This number indicates that the average time spent on social media is increasing year by year. According to the report, the top three countries that spend the most time on social media are first Nigeria, second the Philippines, and third Ghana.

According to Hilliard, social media addiction is a behavioral addiction that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas.

Life expectancy in the world is seventy-three years by 2021. For example, if a person creates a social media account when they are sixteen and lives up to age seventy-three, that individual will spend 5.7 years on social media.

A meta-analysis was conducted to estimate the global prevalence and trend of social media addiction, in which, 498 articles with 507 studies were included. The global prevalence of social media addiction is 17.42% .When analyzing the trend of digital addiction, an increasing trend was found during the past two decades, which dramatically worsened during the COVID-19 pandemic (6) .

According to social media statistics by 2023, when breaking down the social media time spent on average by age and gender worldwide, men in the age group 20-29 spend the most time on social media. While for women, the age group 16-24 spends most time on social media, which shows social media addiction is becoming alarming, especially in younger age groups, which makes this study much needed, since it is going to be conducted on undergraduate university students that are in this young age group,

According to the digital 2023 report of Ethiopia internet and social media statistics, there were 20.86 million internet users by the year 2023, and internet users in Ethiopia increased by 520 thousand between 2022 and 2023, which is a 2.6 percent increase. When it came to social media in Ethiopia at the start of 2023, the number of social media users was equivalent to 5.1 percent of the total population.

According to the social media, victims Law Center, social media addiction leads to the following consequences: sleep deprivation, many teenagers sleep with their phones in their hands and checking notifications throughout the night. As a result, they fail to achieve uninterrupted sleep, which in turn leads to (depression, suicide ,psychological distress, anxiety, difficulty concentrating, Hyperactivity and nervousness Aggression Substance abuse, Long-term mental illness) The other being neglect of real world obligations, low self-esteem, body Image Issues, the emergence or worsening of mood disorders, and Substance Abuse.

According to a trusted health report by 2021, there are warnings surrounding the increasing time being spent on social media around the world .Lots of experts have shown an association between social media and deleterious health impacts among people in the younger age group. Since 2012, researchers have noticed a rise in depression among young individuals, which is strongly connected to longer time, spent online on social media .This poses a clear public health threat (6)

1.3Significance of the study

Since different studies, which are narrated in the literature review part in detail, suggest social media addiction has a detrimental effect on young adult mental health (psychological distress) and self-esteem, this study will try to find out the different predictors of social media addiction including level of self-esteem and psychological distress.

This study is unique as such; it will encompass the level of self-esteem and psychological distress, along with other factors and their association with level of social media addiction separately, as no study covered both variables in one research as per my literature review in Ethiopia

2.Literature review

2.1 Magnitude of social media addiction globally, in Africa and in Ethiopia

According to Statista, it is predicted that by 2025, the monthly number of active social network users will reach 4.41 billion. In addition, this number is shocking, as it constitutes one-third of the entire world population. Since 2017, the number of social media users has been increasing gradually.

According to a study done by the journal of Public Health in 2022, the global prevalence of social network addiction among university students was found to be 18.4, with the highest prevalence found in Asia, which is 22.8% (7)

A study was conducted from 2013 to 2021, which used systemic review and meta-analysis to determine the prevalence of internet addiction in Africa .It included 22 studies and 13,365 participants .The data was collected from Egypt, Ethiopia, Morocco, Nigeria, South Africa, Tanzania, and Tunisia .The average age of the participants ranged from 14.8 to 26.1 years. Moreover, the scale mostly used to measure social media addiction is Young's 20-item Internet Addiction Test. The pooled prevalence rate of social media addiction was 40.3%. The prevalence in Northern Africa was 44.6%, significantly higher than the prevalence in sub-Saharan Africa, which was 31.0%(8).

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2.2 sociodemographic factors as risk factor for social media addiction

A survey conducted in 2021 among undergraduate university students using online data collection was conducted on four thousand eight hundred and fifty-eight students. Aiming to find out precipitating and social risk factors for internet addiction ,the result was the following: The level of internet addiction in total was 6.81%, and in male students, the prevalence of internet addiction was higher, which was 8.3% while in female students it was 5.4% (9).

In a study done in china college students by the year 2021 among five hundred thirty-two college students attending a state university, using a paper-based self-administered questionnaire, the main objective of the study being to establish risk factors associated with social media addiction, The result was the following: The prevalence of social media addiction in males was 1.2%, while in females it was 4.3%. Therefore, females showed a higher addiction rate (10)

According to Statista, in a study done on United States adults aged 18-64 to study the prevalence of social media addiction, the highest prevalence was found in the age group 18-22 which is 40% ,followed by the age group 23-38 which is 37%. The lowest level of social media addiction was in the age group 55-64 which is 21%, so from this study we can conclude that social media addiction is high in young adults.

In study conducted in turkey by the year 2021 on 650 participants to find out the relationship between age and social media addiction, as age of individuals advances social media addiction decreases ,hence the research implicated due attention be given to social media addiction (11).

In study conducted in 2023 to see the gender difference in social media addiction the result was the following. The results showed that each gender showed addiction to social media. Stepwise linear regression analyses showed that even though each gender have addiction to social media they display difference in the way or reason they are addicted (12).

2.3 Psychological factors as risk factor for social media addiction

In study conducted in Ireland in 2019, titled “The impact of social media use on the self-esteem levels of its users”. The result of the study was the following; between the participants, level of self-esteem and social media addiction there was statistically significant negative correlation, meaning individuals with low level of social media tend to be more addicted to social media (13).

Study conducted in 2023 among university students aged 18-25, composed of 248 students to study the association between gender, level of self-esteem and social media addiction the result was the following; level of self-esteem was negatively correlated with level of social media addiction, while gender has no variation towards social media addiction (14).

In 2019, study was conducted at Turkish university among 312 university students to find out the relationship between the Social Media Addiction and Social Anxiety, Loneliness, and Happiness. The finding was the following ;there was negative relationship between individual happiness and

level of social media addiction, the less happy the individual is the more they become addicted to social media. In other hand there was positive correlation between level of social media addiction and level of social anxiety and loneliness (15).

In study conducted in India undergraduate students comprising of 658 students aiming to explore the relationship between social media addiction and self-esteem the result was the following; level of social media addiction was found to be negatively correlated with level of self-esteem (16).

In research conducted in 2024, among 571 college students using online survey aiming to explore relationship of social media with personality, attachment style and mental distress; the findings are the following the prevalence of social media addiction was 22.7%, those social media addicted students have higher value on neuroticism dimension, have insecure attachment style and over all social media addicted students were found to have poor level of mental health profile (17).

A study done by 2021 on social media addiction in high school students used a cross-sectional, correlational type. The purpose of the study was to examine the relationship between social media addiction with sleep quality and psychological problems in high school students. The study was done on 1274 high school students. Among the high school students who participated in the research, 49.3% stated that they had been using social media for 1–3 years, 53.9% reported that they spent 1–3 hours per day on social media, and 42.8% stated that they placed their telephone under their pillow or beside their bed while sleeping. According to the research model, difficulties experienced by high school students increase their social media addiction while they decrease pro social behaviors. Social media addiction in high school students decreases students' sleep efficiency (18).

A study was done in 2019 at Malaysian University of Universiti Teknologi Mara, the purpose of which was to examine whether the young adults are addicted to social media, analyze whether students emotions will be affected by social media addiction, and identify the percentage of social media addiction. The study was quantitative and had a sample size of 380. The finding revealed that the student's level of addiction was mild. Most students have more than three social media platform accounts. Instagram is the most popular social media site. Daily, they spend on average five hours on social media. Although the majority of them said that they are addicted to the internet, there are no signs that they have been addicted. Most students use social media for entertainment. There was a significant association between the addiction of social media and effect on emotion.

Hence, it can be concluded social media addiction has effect on emotion. The implication of which was that the obsession toward social media will lead to consequences on young adults' emotion (19).

Study done in Zambia by 2021 to determine the association between social media addiction and depression among students in colleges of education in Zambia's Copperbelt Province. The study used a cross-sectional method with a sample size of five hundred and seventy-nine college students who were students at five colleges across the country .by the scale used in the study to determine addiction, The result was as follows: 1.2% of the respondents were rated as normal, 5.9% were rated as mild, 35.6% were rated as moderate, 57.3% were rated as high, 38.3% of the respondents scored very high. Moreover, on the scale used to measure the level of depression, 36.4% scored high, 18.5% scored moderate, and 6.7% scored low. The findings indicated that social media addiction negatively correlates with depression, and depression significantly predicts social media addiction (20) .

In 2019, a study conducted among Wollo, University students using a community-based cross-sectional study, 603 participated in the study using a structured questionnaire. To sample study participants, a multistage cluster sampling technique was used, and the result of the are the following: the prevalence of internet addiction among the current internet users was 85% .Spending more time on the internet ,having mental distress, playing online games ,current khat chewing, and current alcohol use were associated with internet addiction (21) .

2.4 The purpose of using social media as risk factor for social media addiction

In 2019, a study conducted by the International Journal of Indian Psychology on high school students to measure the prevalence of social media addiction among 231 high school students, which consisted of 102 males and 129 females. The result shows that social media addiction is moderate in the Majority. Sex, the kind of school, and family type have not significantly influenced social media addiction. The majority of the sample uses social media for 1 or 2 hours per day, and 24% of the sample spends more than 2 hours daily. The majority of the students (52%) use their mobile devices for sending messages to their friends and relatives. 33% of the sample use it for accessing social media. 35% of the sample use Facebook as the most common social media platform.

According to a study conducted at two South African universities, Fort Hare and Nelson Mandela. The aim of the study was to establish how excessive non-academic use of the Internet detrimentally affects the daily lives of undergraduate students. The study was conducted on 390 university undergraduate students, comprising mainly adolescents or young adults; the sampling method was stratified random sampling, of which 72.3% of the respondents indicated that they make use of the Internet daily with 34.8% spending more than 10 hours. More than 60% have access to at least two electronic devices. Most of the respondents stayed on the social media longer than they planned, compromised their sleeping time due to Internet use and spent less time studying due to social media googling (20).

In 2019, a study conducted at Bahirdar University. Data was collected from 812 undergraduate regular program students using simple random sampling. The selected students were from 10 departments. The findings of the study are the following: 35.2% of students are classified as being addicted to the internet. The four most important online activities students engage in on the internet are social networking (75.5%), entertainment (73.6%), academic work (72.5%), and online games (60.8%). Online activities explained 48.4% of the variance in internet addiction. Students who did not use the internet for social networking and online games were less likely to be internet addicted (21).

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2.8 Conceptual framework

The dependent variable is the level of social media addiction. The independent variables are the following among sociodemographic characteristics Age and sex. The other group of independent variables are related to mental Health, which are the presence of mental distress, and the level of self-esteem.

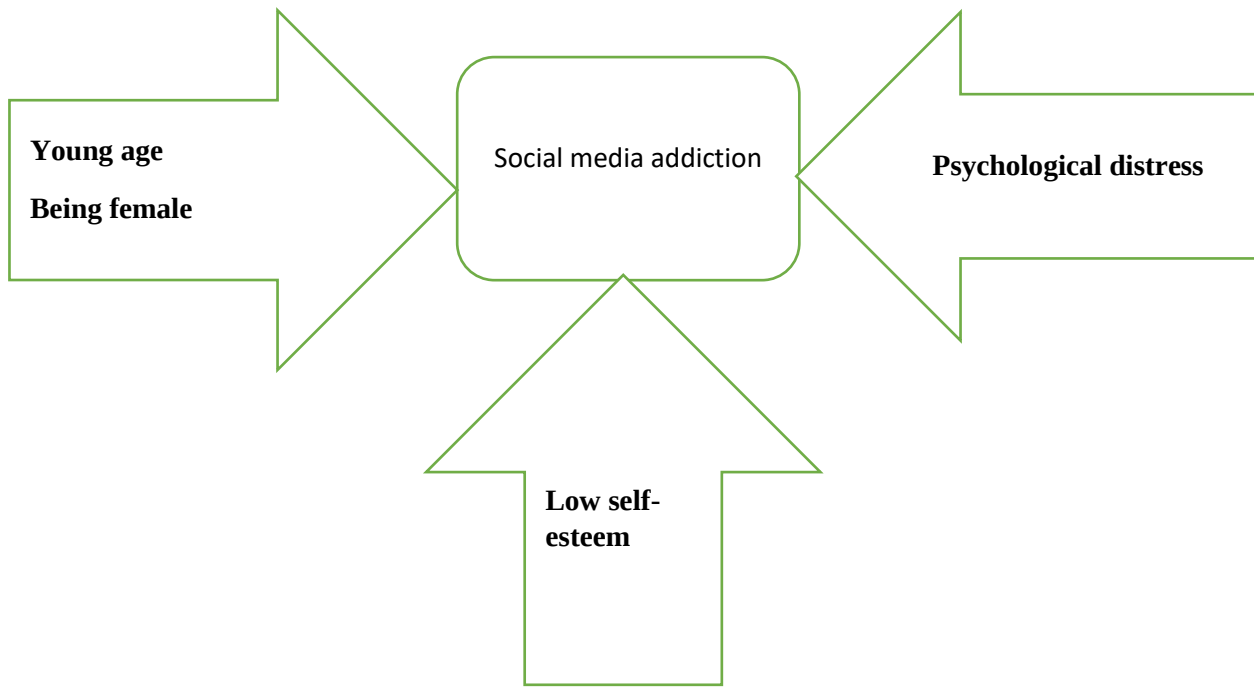


Figure 1.1 conceptual framework

3.0 Objective

3.1 General Objectives

- To assess the magnitude and associated factors of Social media Addiction among undergraduate students in the College of Health Sciences Addis Ababa University Ethiopia ,2024

3.2 Specific Objectives

- To determine the magnitude of social media addiction among undergraduate students of Sefere selam campus College of Health Sciences,-Addis Ababa university
- To identify predictors of social media addiction among undergraduate students of Sefere selam campus College of Health Sciences,-Addis Ababa university

4.0 Methods

4.1 Study setting and period

The study was conducted at Addis Ababa University Sefere Selam campus. Addis Ababa, the capital and largest city of Ethiopia, is surrounded by hills and mountains in the geographic center of the country. Addis Ababa is located at an impressive height of 7,726 feet above sea level. The highest in Africa.

Addis Ababa University is a pioneer university in the Country. Established in 1950, it currently has 48,673 students. Sefere Selam Campus (School of Public Health) is one of the campuses of Addis Ababa University where health science is taught. Fieldwork and data collection was conducted in April 2024.

4.2 Study design

cross-sectional study design was implemented. Among the designs of cross-sectional study, the descriptive and the analytic were used.

4.3 Source and study population

➤ **Source population**

All undergraduate students in the College of Health Sciences Addis Ababa University

➤ **Study population**

The study population is undergraduate students in the sefere selam Campus College of Health Sciences Addis Ababa University

Inclusion criteria

- Being undergraduate currently enrolled regular student at AAU sefere selam Campus College of health science

Exclusion Criteria

- Freshman program students

4.4 Sample size determination

Cross sectional study of single population proportion the sample size calculation formula is

$$n = \frac{\left(Z_{\alpha/2}\right)^2 p(1-p)}{d^2}$$

Where n is the determined sample size

Z is the value from the standard normal distribution, reflecting the confidence level for this study, 95% confidence level will be used meaning, a z value of 1.96

P is the proportion of successes in the population, or the prevalence of the desired outcome in the population. For this study, the proportion that was used is the study done at Bahirdar University undergraduate students in 2019 which found that the prevalence of social media addiction 35.2 %.

d is the desired margin of error/Absolute error or precision has to be decided by researcher for this study 0.05 will be used.

So using the formula the determined sample size will be

$(1.96)^2 (0.352) (0.648) / (0.05)^2 = 350$ adding contingency rate of 10 % sample size will be **385**, data was collected from all 385 students making the response rate 100%.

4.5 Sampling Methods

Stratified simple random sampling method was implemented .Students were stratified based on department, among which a representative sample was selected using simple random sampling.

Stratified based on department, sample selected randomly from each department after stratification

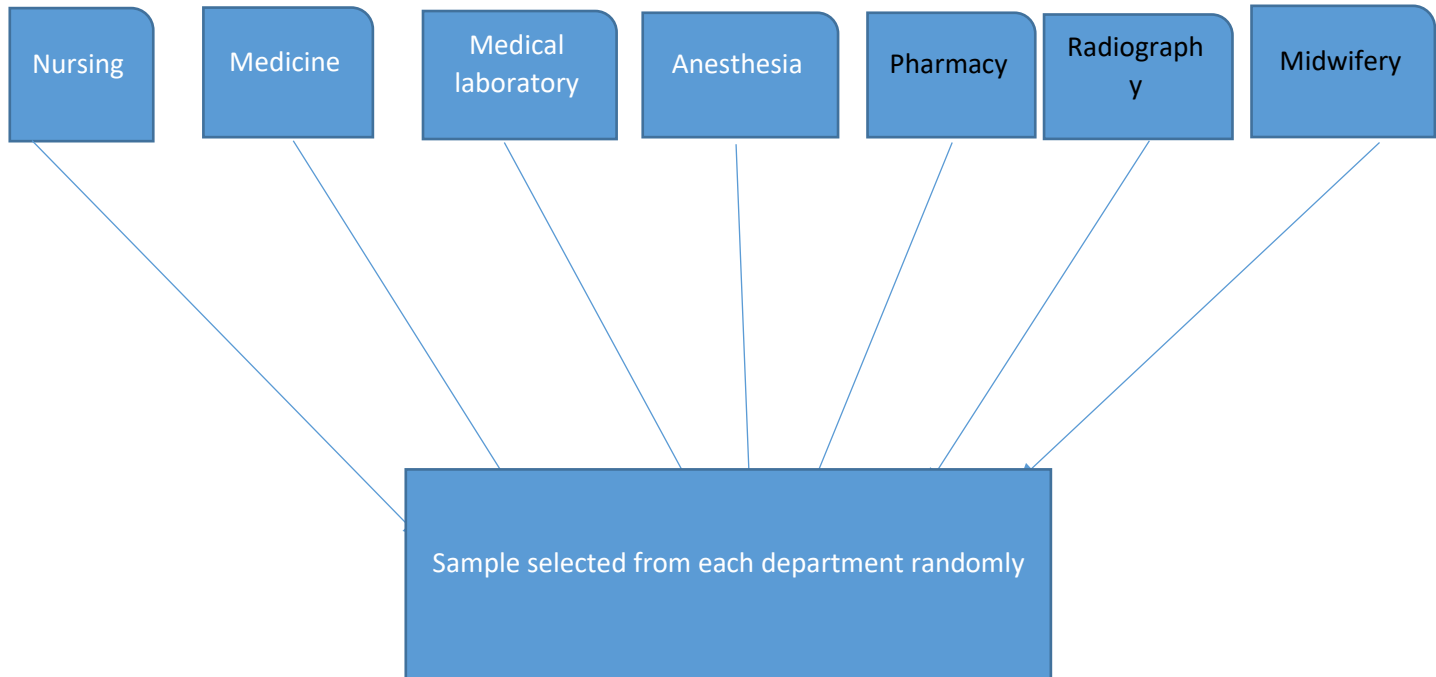


Figure 1.2 sampling method

Variables

- Age
- Sex
- Department
- mostly used social media
- duration of social media usage
- days per week students use social media
- average hour spent on social media
- reason for social media usage
- overall satisfaction by social media usage

- Social media Addition
- Self-esteem level
- Psychological distress

Dependent variable

- Social media addiction

Independent variables

- Sex
- Age
- Self esteem
- Psychological distress
- Average hour spent on social media

Operational definitions

Social media; a set of software and web tools that help users exchange information online, share content and develop social capital. This are Facebook, telegram, tiktok, Instagram, LinkedIn, imo, viber, whats App, twitter and YouTube (2).

Social media addiction; a behavioral addiction that is characterized by being obsessed about social media, driven by strong urge to use social media which is measured using Young internet addiction test having score of 50 and above as described below.

0-30 points: normal usage

31-49 points: mild addiction

50 – 79 points: experiencing occasional or frequent problems because of social media usage.

80 – 100 points: social media usage is causing significant problems(20).

Self-esteem; the value we give for ourselves as how much valuable we think we are which is measured using Rosenberg self-esteem scale which is a 10-item scale that measures self-worth by measuring both positive and negative feelings about the self, higher scores mean that the individual has a higher level of self-esteem(21).

4.6 Data collection

The data was collected using a self-administered English and Amharic version questionnaire from individuals using open data kit. The questionnaire was organized into two sections. Section one has three parts: the first part is about background and social media usage experience; the second

part is about self-esteem assessment using Rosenberg self-esteem assessment scale; and the third part to assesses psychological distress using the Kessler Psychological Distress Scale (K10).

Section two is about to measure the level of social media addiction using the Young Internet Addiction Test (YIAT) to assess the validity of the YIAT many validation tests were conducted and According to Widyanto & McMurren (2004) IAT is the first validated instrument capable of addressing the issue under investigation. Patten (2004) asserts that face validity inspects if an instrument appears to be valid on its face value. Therefore, the adapted IAT was appeared to be valid on the face of it and it measures what it is designed to do so and is validated in Ethiopia (nekatebeb, et al)

The twenty YIAT questions can be also grouped in to questions of **Salience, Excessive Use, Neglect Work, Anticipation, Lack of Control and Neglecting Social Life**

Excessive Use – question number 1, 2, 14, 18, and 20 High ratings for Excessive Use-related items indicate that the respondent engages in excessive online behavior and compulsive usage, and is intermittently unable to control time online that he or she hides from others. (40)

Neglect Work – question number 6, 8, and 9 High ratings for Neglect Work-related IAT items Job or school performance and productivity are most likely compromised due to the amount of time spent online and the respondent may become defensive or secretive about the time spent online. (40)

Anticipation – question number 7, 11 High ratings for Anticipation-related items indicate that the respondent most likely thinks about being online when not at the computer and feels compelled to use the Internet when offline.(40)

Lack of Control – IAT question 5, 16, and 17 High ratings for Lack of Control-related items indicate that the respondent has trouble managing his or her online time, frequently stays online longer than intended, and others may complain about the amount of time he or she spends online. (40)

Neglect Social Life – question 3 and 4. High ratings for Neglect of Social Life-items indicate the respondent most likely utilizes online relationships to cope with situational problems and/or to reduce mental tension and stress. High ratings also suggest that the respondent frequently forms new relationships with fellow online users and uses the Internet to establish social connections that may be missing in his or her life. (40)

In order to measure the level of social media addiction, the Young Internet Addiction Test (YIAT) was used. It is a questionnaire consisting of 20 questions, answered on a five-point Likert scale. It assesses the extent to which their Internet use affects their daily activity, social interaction, productivity, sleeping pattern, and feelings (40).

In order to measure level of self-esteem Rosenberg Self-esteem Scale a 10-item scale that measures global self-worth by measuring both positive and negative feelings about the self was used (21)

The other part of the questionnaire is about mental distress, which was measured using The Kessler Psychological Distress Scale (K10), which is a simple measure of psychological distress. The scale contains ten question about emotional status about emotional states each with a five-level response scale. K10 Score interpretation and Likelihood of having a mental disorder (psychological distress) (22).

- 10 - 19 Likely to be well
- 20 - 24 Likely to have mild level of psychological distress
- 25 - 29 Likely to have a moderate level of psychological distress
- 30 - 50 Likely to have a severe level of psychological distress

4.7 Data quality control

For the Data collectors principal investigator trained them for two days on the objective of the study, the content of the questionnaire, and the data collection procedure. Data was pilot tested on 5% of the total sample size (20 students), after which based on feedback obtained from the pilot test; the necessary correction was done on final questionnaire before distribution. Minor revision was made such as spelling error and ambiguous words were corrected In order to increase the response rate data was collected mostly when students finish lecture sessions before they leave the

lecture Halls. During the study period, the collected data was continuously checked for completeness.

4.8 Data management and analysis procedure

Data collected by the questionnaire was retrieved from the ODK software and encoded into a computer with SPSS version 25. Coding, presentation and analysis of the data was carried out using SPSS version 25.

The level of social media addiction is analyzed using descriptive statistics which is frequency based on the scale used to assess the presence of social media addiction. The level of self-esteem among the study participants is analyzed using descriptive statistics frequency based on the scale used to assess level of self-esteem that is Rosenberg self-esteem scale. The presence of mental distress is analyzed using descriptive statistics that's frequency based on the scale used to assess level of psychological distress.

A multiple linear regression analysis was conducted to identify the associated factors of social media addiction, statistically significant result is when p value is less than 0.05 after checking and confirming the data meet assumptions linear regression. Assumptions of linear regression such as Linearity, Normality, Homoscedasticity and Multi-collinearity(VIF was less than 2) were checked before running multiple linear regression.

4.9 Ethical Considerations

Ethical clearance and letter of support was obtained from Addis Ababa University College of Health Science, School of Public Health. Since The data gathering nature of this study is dependent on the student's self-reporting about their own social media usage, self-esteem level, and psychological wellbeing .As result , it is important to build confidence and trust among the students so that they can provide the required information without hesitation and as honestly as possible.

This was done by ensuring anonymity and confidentiality in order to respect the privacy of the students. The genuine purpose of the study was clearly provided for the research participants in a debriefing before they start filling out the questionnaire, and it was attached on the first page of the data collection instrument. Through providing as much information as possible on the research aims and objectives, the principal investigator attempted to build confidence and trust among the respondents.

Participating in this research has no immediate benefit to participants, although it has paramount significance for the completion of this academic research thesis. The study is expected to have minimal risk as the students share their personal information. Minimization and alleviation of anticipated risks was given due attention. The risks and benefits of participating in the study was distributed equally among the study participants. Participants were selected randomly and fairly.

5.0 Result

5.1 Demographic and Academic background of students

5.1.1 Demographic and Academic background of students

In this study 385 students were involved with 100% response rate, Among which, female students constitute 51.7% while male students make up 48.3%. The maximum age of the students is 27, while the minimum 18, which makes the age, range 18-27

The students are from seven departments, which are nursing, midwifery, medical laboratory, anesthesia, pharmacy, radiography and medicine. Students' years of study range from year one to year five.

Table 1.1 Demographic and Educational background of students in college of health sciences seferi selam campus, AAU, 2024 (n=385)

Characteristics	Category	Frequency	Percent
SEX	Male	186	48.3
	Female	199	51.7
AGE	18-19	21	5.45
	20-22	284	73.8
	23-24	75	19.4
	25-27	5	1.35
DEPARTEMNT	Midwifery	43	13.8
	Nursing	53	11.2
	Medical laboratory	55	14.3
	Pharmacy	60	15.6
	Medicine	62	16.1
	Radiography	57	14.8
	Anesthesia	55	14.3
Year of study	Year one	19	4.9
	Year two	83	21.6
	Year three	125	32.5
	Year four	145	37.7
	Year five	13	3.4

5.2 Social media usage experience

5.2.1 Duration Of Social Media Utilization

The students' year of using social media range from one year to more than six years. Those using social media for six years and more than six years make 26.2% each, while those using social media for five years make up 17.7%, and those using social media for four years make up 15.3%, 7.5% have been using social media for three years, 6.8% for two years and one respondent is using social media for just 1 year.

5.2.2 Number of days spent on social media per week and average hours spent on social media per day

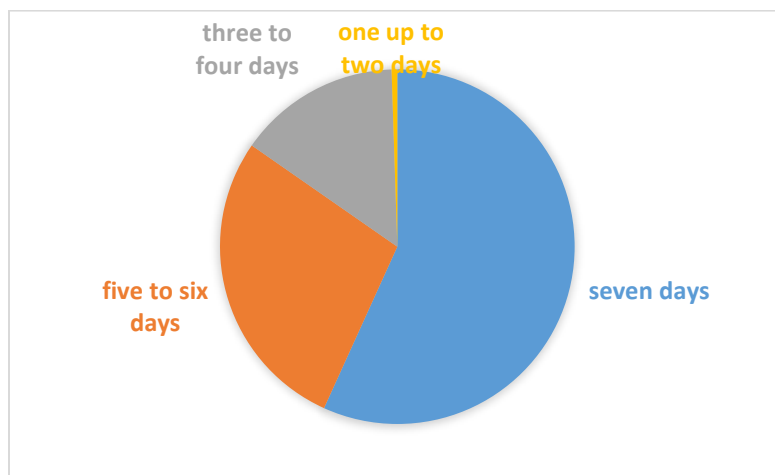


Figure 1.3 number of day's students use social media per week in college of health sciences sefer selam campus, AAU, 2024 (n=385)

56.8% of students use social media daily, while 27.9 % use for five up to six days, those using for 3-4 days make up 14.81% and 0.52% use social media for just one to two days.

The average hour per day spent on social media ranges from one to eight hours, the mean hours spent on social media per day is 3.75. Male students spend 4.03 hours on average, while female students spend 3.48.

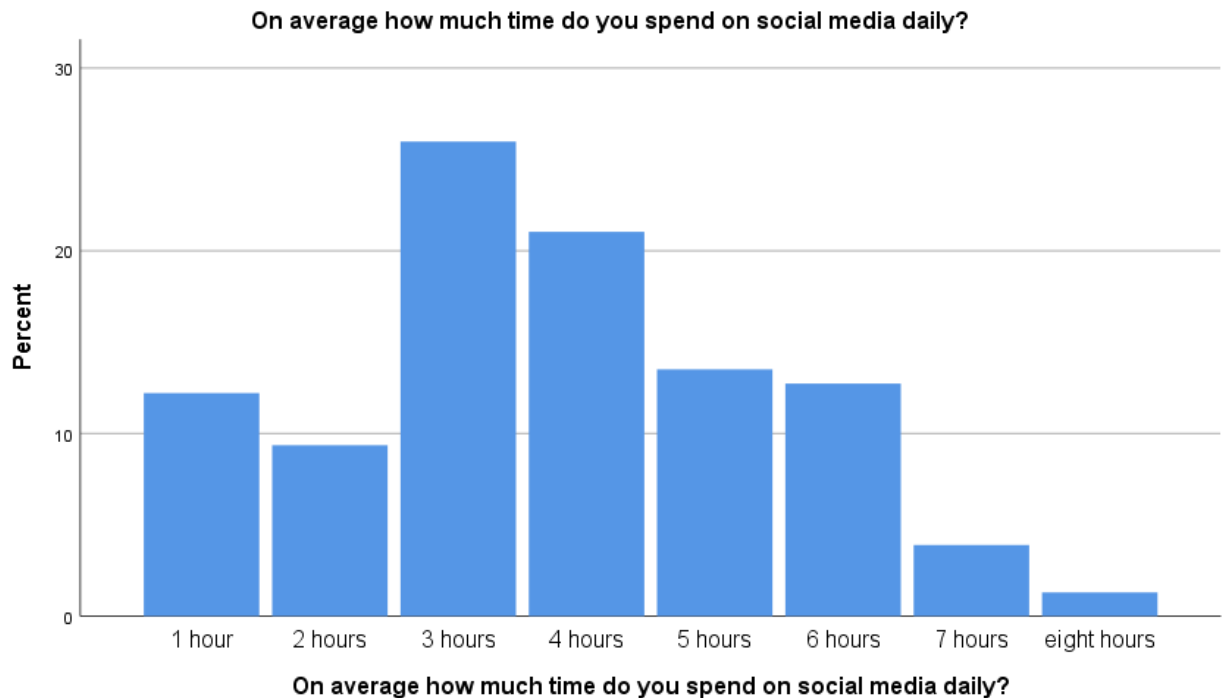


Figure 1.4 hours spent on social media per week in college of health sciences sefere selam campus, AAU, 2024 (n=385)

5.2.3 Social Media platforms used and the favorite Platforms

Of the 385 students, 125 use three social media platforms, which makes them 32.6%, 105 use four social media platforms accounting for 27.3%, 70 use five social media platforms making them 18.2%, 20 use two social media platforms, making them 5.1%, 34 use six media platforms, making them 8.9%, 13 use seven social media accounting for 3.3%, Six use eight social media which makes them 1.5%, 11 use one social media platform making them 2.9%, One respondent use nine social media platforms 0.2%. The most favorite social media platform is telegram, followed by YouTube, then third TikTok overall. In males, the order is similar, in females; still the favorite social media platform is telegram, followed by TikTok then YouTube third.

5.2.4 The reason for social media usage

The reasons for using social media among students are the following entertainment 57.6%, chatting 56.3%, connecting with friends 52.98%, connecting with family and relatives 40.5%, posting photo 26.2%, playing game 23.3%, posting video 20%, meeting new people 20%, posting text 19.4%, flirting 2.8% and watching porn 0.3%

Table 1.2 social media usage experience of students in college of health sciences, sefere selam campus, AAU, 2024 (n=385)

Characteristics	Category	Frequency	Percent
Year since starting to use social media	One year	1	0.3
	Two years	27	6.8
	Three years	30	7.5
	Four years	60	15.3
	Five years	67	17.7
	Six years	100	26.2
	More than six years	100	26.2
Days per week of using social media	Everyday	218	56.8
	Five to six days	107	27.9
	Three to four days	58	14.81
	One up to two days	2	0.52
Hours spent on social media per day	One hour	47	12.2
	Two hours	36	9.4
	Three hours	100	26.0
	Four hours	81	21.0
	Five hours	52	13.5
	Six hours	49	12.7
	Seven hours	15	3.9
	Eight hours	5	1.3
Favorite social media platform	Telegram	119	31
	You tube	84	21.8
	TikTok	77	20

5.3 Overall satisfaction over social media

Of the 385 students, 88% are satisfied with social media in what it provides them with what they are seeking, 6% are very satisfied and 6% are not satisfied.

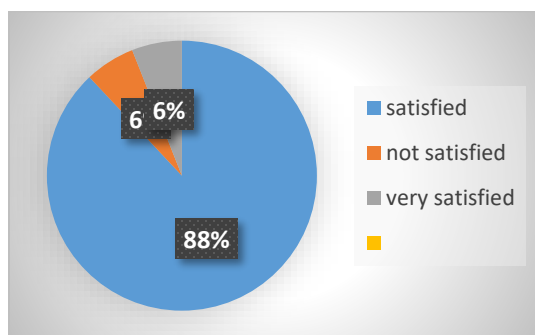


Figure 1.6 satisfaction over social media

5.4 Self-esteem

The mean score of students on the Rosenberg self-esteem scale is 15.23, the minimum score is 10 and the maximum score is 22. Hence, 41.03% of respondents have low self-esteem while 58.97% have a normal level of self-esteem.

5.5 Magnitude of Psychological Distress

The minimum score on the k10 scale is 11 and the maximum is 45, the mean score is 25.94. Therefore, 24.4% of the students are well, 25% have a mild level of psychological distress, 9.6% have moderate level of psychological distress and 41% have severe level of psychological distress.

5.6 Magnitude of Social media addiction

15.3% of students are not addicted to social Media, 40.3% have mild addiction level, whereas 41% have moderate level of social Media addiction and the rest 3.4% have severe level of social Media addiction.

Therefore, the overall level of social media addiction is the following mild 40.3%, moderate 41%, and severe level of social media addiction is 3.4%

Table 1.3 Behavioral characteristics of students in college of health sciences sefere selam campus, AAU, 2024 (n=385)

Characteristics	Categories	Frequency	Percent
Overall satisfaction over social media in what it provides you	Not satisfied	23	6
	Satisfied	339	88
	Very satisfied	23	6
Self-esteem Level	Normal	227	58.97
	Low	158	41.3
Psychological distress level	Well	94	24.4
	Mild	96	25
	Moderate	37	9.6
	Severe	158	41
Social Media addiction level	Normal	59	15.3
	Mild	155	40.3
	Moderate	158	41
	Severe	13	3.4

5.7 Magnitude of social media addiction across different groups

5.7.1 Social media addiction and sex

When comparing male and female students on the level of social media addiction, 10.5% of female students are not addicted to social media while 20.43% of male students are not addicted to social media, 35.67% of female students have a mild level of social media addiction while 45.16% of males have a mild level of addiction, 50.25% of female students have moderate level of addiction, while 30.1% of male students have moderate level of addiction, 3.58% and 4.13% of female and male students have severe level of social media addiction respectively.

5.7.2 Age and social media addiction

Troublesome levels of social media addiction is from moderate to severe, so in age group 18-19 moderate to severe level of social media addiction is 47.3%, and in age group 20-22 it is 47.19, in age group 23-24 moderate to severe level of social media addiction is 36.67, in the age groups 25-27 moderate level of social media addiction is 40% while severe level is none. So from these we can understand as age advances troublesome level of social media addiction decrease. Hence, we can see different age groups have different levels of social media addiction. In addition, social media addiction is highest in the age group 18-19 and 20-22.

5.7.3 Department and social media addiction

The mean level of social media addiction in different departments is the following: midwifery 56.12, radiography 51.1, pharmacy 50.07, medical laboratory 49, anesthesia 46.53, Medicine 44.37 and nursing 42.04.

Table 1.4 Magnitude of social media addiction over sex and age groups of students in college of health sciences sefre selam campus,AAU, 2024 (n=385)

Characteristics	Normal level	Mild level	Moderate level	Severe level
Social media addiction level over males and females	15.3%	40.3%	41%	3.4%
Female	10.5%	35.67%	50.25%	3.58%
Male	20.43%	45.16%	30.1%	4.31%
Social media addiction variation level across different age groups				
18-19	19.04%	33.3%	42.8%	4.5%
20-22	15.14%	37.67%	43.03%	4.16%
23-24	57.33%	56%	29.93%	6.74%
25-27	40%	20%	40%	0%

5.7.4 Social media addiction variation over different groups

An independent sample t-test was conducted to compare social media addiction level between male and female students. Male students (N=186) have a mean social media addiction score of 45 while female students (N=196) scored a numerically higher mean of 51.47. The independent sample t test shows a result of $t(385) = 3.535$, $p < 0.001$, so social media addiction variation between males and females is statistically significant.

In addition, to compare the means across the four age groups and to check whether this difference was statistically significant one way ANOVA was conducted, the one way ANOVA revealed that there was statistically significant difference on social media addiction level between at least two age groups ($F(3,381) = 2.748$), $p < 0.05$.

In addition, to compare the means across the seven departments and to check whether this difference was statistically significant one way ANOVA was conducted, the one way ANOVA revealed that there was statistically significant difference on social media addiction level between at least two departments ($F(6,378) = 3.446$), $p < 0.001$.

5.8 correlation between age and social media addiction

To check the association between age and social media addiction, correlation analysis was done, as shown on table 1.5 Below there is statistically significant correlation between Age and Social Media addiction $p < 0.000$, $r(-.217)$ $N=385$, which means as the age of students increase the social media addiction level decreases they have negative correlation.

Variables	Age of students	Social media Addiction Scale
Age Of students		
Pearson correlation	1	-.217
Sig.(2- tailed)		.000
N	385	385
Social media addiction scale		
Pearson correlation	-.217	1
Sig.(2- tailed)	.000	
N	385	385

Table 1.5 correlation analysis of age and social media addiction of students in college of health sciences seferi selam campus, AAU, 2024 (n=385)

5.9 Predictors of social media addiction

In order to determine the predictors of social media addiction, multiple linear regression was done. With dependent variable being social media addiction and the independent variables age, gender, psychological distress, self-esteem scale and average hour spent on social media.

Model	R	R Square	Adjusted Square	Std.error of estimates
1	.801	.642	.637	10.973

Predictors: (Constant), psychological distress , Gender, age of the students, Rosenberg's Self-Esteem average hour spent on social media

Table 1.6 Model summary of multiple linear regression model

The coefficient of multiple determination is 0.642; therefore, about 64.2% of the variation in social media addiction level is explained by psychological distress, gender, age, self-esteem and average hour spent online on social media.

The model is significant with $F(5,379)=135.98$, p value <0.000

S

Model	Unstandardized coefficients		standardized coefficients			95 % confidence interval for B	
	B	Std.error	Beta	t	Sig	Lower bound	Upper bound
(Constant)	39.3469	10.891		3.624	.000	18.054	60.884
Age of students	-1.169	.412	-.089	-2.83	.005	-1.979	-.359
Average hour spent	2.318	.387	.216	5.989	.001	1.557	3.079
Gender	4.786	1.220	.131	3.924	.000	2.388	7.184
Psychological distress	1.423	.084	.612	16.936	.000	1.28	1.589
Self esteem	-.935	.305	-.103	-3.064	.002	-1.535	-.335

a. Dependent Variable: internet addiction scale

Table 1.7 multiple regression analysis coefficients table

All the independent variables, which are self-esteem, psychological distress, gender, average hour spent on social media and age, are all statistically significant predictors of social media addiction.

The variable which has the highest effect on social media addiction is psychological distress with β value 0.612 .The 95 % confidence interval for β doesn't contain 0 in all independent variables which means all the above mentioned variables are statistically significant determinants of social media addiction

Hence; Age, Gender, Self-esteem, Psychological distress, Average hours spent on social media are all predictors of social media addiction.

Age with β value of -.089 means as age increases social media addiction decreases, self-esteem with β value of -.103 is also negative predictor of social media addiction as self-

esteem increases social media addiction decreases ,while average hour spent online with β value of .216 is positive predictor as average hour spent online increases social media addiction also increases and psychological distress with β value of .612 is also positive predictors as psychological distress increases social media addiction also increases

6.0 Discussion

The study comprised of 385 undergraduate students of AAU sefre selam campus, 196 females, 188 males, students were composed of seven departments nursing, midwifery, medical laboratory, medical radiography, anesthesia, medicine, and pharmacy. The mean age of the students is 21.35. Students' year of study range from first year to fifth year.

The Overall Magnitude of social media addiction in the students is 44.4%, this number is comparable to the level of internet addiction in Bahirdar university undergraduate student's .Which reported, and the prevalence of social media addiction is 35.2% (23). In addition, in study conducted in Africa using meta-analysis comprising of 22 studies to determine the prevalence of social media addiction, the pooled prevalence rate of social media addiction was 40.3% (8).this implies the level of social media addiction in college of health science students in Addis Ababa University is almost comparable to other previous studies and is very high prevalence as almost half percentage of the students are addicted to social media addiction.

The level of social media addiction significantly varies between male and female and between different age groups and departments. In females, the level of social media addiction is 53.83%, while in males the level of social media addiction is 34.41% .This finding goes with the study conducted in China undergraduate students in 2021, which found out the prevalence of social media addiction, is significantly higher in females than males (10).So, female students showed higher propensity to social media addiction than male counterparts.

When coming to the level of social media addiction variation in age groups, in age group 18-19 moderate to severe level of internet addiction is 47.3%, and in age group 20-22 it is 47.19, in age group 23-24 moderate to severe level of internet addiction is 36.67, in the age group 25-27 moderate level of internet addiction is 40% while severe level is none which means those under 23 showed higher prevalence of social media addiction. The finding goes with that of the study conducted in USA that found the age group 18-22 has highest level of social media addiction that is 40% .over all implication of this is young adults which are the productive segment of the society are highly addicted to social media than older individuals.

In study conducted in turkey in 2021 age was found to be negatively correlated with Social media addiction (11). In this study, also, age is negatively correlated with level of social media addiction that means as students age increases level of social media addiction decreases and vice versa.

In the study conducted in Ireland by the year 2021, The result of the study was the following; between the participants, level of self-esteem and social media addiction there was statistically significant negative correlation, meaning individuals with low level of social media tend to be more addicted to social media (13) .This is also true in this study as level of self-esteem was found to be negatively correlated with level of social media addiction, which implies social media addiction compromises individuals self esteem

In wollo, university study was conducted on undergraduate students which found that high level of psychological distress and spending more time online is risk factor for social media addiction (19).This study also found that average time spent online and high level of psychological distress are positively correlated with level of social media addiction, this implies mental wellness of the students is at jeopardy with rising level of social media addiction.

Sex, age, level of self-esteem, average hour spent on social media and level of psychological distress are significantly associated with level of internet addiction each; hence, age, sex, level of self-esteem and level of psychological distress and average hour spent on social media per day are predictors of level of social media addiction

Hence being female is predictor of social media addiction when coming to age as age increases social media addiction decreases therefore young students are more prone to social media addiction than older students are.

As self-esteem increases social media addiction decreases ,as result students with low level of self-esteem are more addicted to social media .As psychological distress increases so is the addiction to social media hence, those students who are psychologically distressed students are more addicted to social media than students with normal level of mental

wellness ,as average hour spent online increases so is the level of social media addiction which means those students spending more time online are more addicted to social media than those students spending less time online.

7.0 Strength and limitations

7.1 Strength

- Electronic data collection using ODK was employed to improve the quality of the data and data entry error was almost negligible.

7.2 Limitations

- Since the research used quantitative methods, it did not answer why and how the predictor variables affect social media addiction, rather it just answered how much and what.

8.0 Conclusion

The magnitude of social media addiction is 44.4%. The mean hour spent on social media per day, is 3.75 hours. The favorite social media platform overall is telegram. The majority of students use three and above social media platforms.

The level of social media addiction significantly varies between male, female; female students have higher level of social media addiction compared to male counterparts in addition level of social media addiction significantly varies between different age groups highest in age group in age group 18-19 and 20-22. Predictors of social media addiction are sex, age, self-esteem, average hour spent on social media per day and level of psychological distress.

The implication of this research is that the nearly half percentage of students are addicted to social media (44.7%) Mental wellness of the students such as level of psychological distress (high) and Low level of self-esteem are predisposing students for addiction to social Media. MOH, MOE and AAU shall be aware of growing addiction to social media in undergraduate students in college of health sciences Addis Ababa University and plan on expanding students' refreshment centers, open discussion platforms and plan on possible solution for the growing addiction to social media by involving students and researchers.

9.0 Recommendations

- Since students are wasting significant time on social media per day and also the commonest reason students use social media is for purpose of entertainment ,hence AAU college of health science in collaboration with ministry of education and students council should plan on creating and expanding other entertainment means like sport centers , sport competition ,book reading sessions and that like
- Students need to decrease the time spent online on social media by using other entertainment platforms
- Prevalence of social Media addiction is 44.7%, so the college of health sciences AAU student councils, students, dean shall create discussion session to create awareness on the growing level of social media addiction and possible solution to mitigate the growing number of addiction to social media.
- Since telegram, you tube and tiktok are the most favorite social media platforms ,instructors and AAU could use this platforms to stream fruitful and positive messages to the students
- Further studies should be conducted on solutions to social media addiction

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11.0 Annexes

11.1 Questionnaire

Section 1 part one

Background and social media usage experience question

Serial No	Questions	Options	Skip
1	Age	____ Years	
2	Sex	1.female 2.Male	
3	Department	1.Midwifery 2.Nursing 3.Medical Laboratory 4.Pharmacy 5.Anesthesia 6.medical radiography 7.medicine	
4	What is your year of study currently? Circle among the options	1.year one 2.year two 3.year three 4.year four 5. year five 6. year six	
5	Do you use social media?	1.yes 2.no	
6	For how many years have you been using Social Media? Circle among the options	1. One year 2. Two years 3. Three years 4. Four years 5. Five years 6. Six years 7. Above six years	

7	How often do you use Social Media within a week? Circle among the options	1. 1-2 day's 2. 3-4 day's 3. 5-6days 4. Everyday	
8	On average how much time do you spend on social media daily? Circle among the options	1. up to 1 hour 2. two hours 3. three hours 4. four hours 5. five hours 6. six hours 7. seven hours 8. eight hours 9. More than 8 hours	
9	Which social media platforms do you use? (You can select more than one circle your choice)	1. Imo 2. Telegram 3. Viber 4. WhatsApp 5. Instagram 6. LinkedIn 7. YouTube 8. Twitter. 9. Facebook 10. Tiktok	
10	Among the social media, platforms listed above which are your most favorite ones? (Please write three	1. _____ 2. _____ 3. _____	

	social media platforms starting with your number one choice in order)		
11	What is your reason of using social media (You can select more than one purpose if applicable)	1. Entertainment 2. Chatting 3. Connecting with friends, 4. Connecting with family & relatives 5. Posting video 6. posting photo 7. posting texts 8. Meeting new people 9. Playing Game 10. Flirting 11. Watching Porn	
12	Overall, how satisfied are you with social media in what it does in providing you with the things you are seeking? Circle your choice	1. Not satisfied 2. satisfied 3. Very satisfied	

Section 1 part two

Self-esteem assessment

Please select the appropriate answer for each question, depending on whether you strongly agree, agree, disagree, or strongly disagree with it. Write the number from **1, 2, 3, 4** based on the description below for the particular questions

The ones that are positive are items 1, 3, 4, 7, and 10. For these, “**Strongly agree**” is equal to 4 points, “**agree**” is equal to 3, “**Disagree**” is equal to 2, and “**Strongly Disagree**” is equal to 1.

The ones that are negative are items 2, 5, 6, 8, and 9. For these, the scoring is reversed. “**Strongly Disagree**” is equal to 4, “**disagree**” is equal to 3; “**agree**” is 2 while “**Strongly agree**” is equal to 1.

s.no	Question	Selected Number	Skip
1	Overall, I am satisfied with myself.		
2	At times, I think I am no good at all.		
3	I feel that I have a number of good qualities		
4	I am able to do things as well as most other people		
5	I feel I do not have much to be proud of		
6	I certainly feel useless at times		
7	I feel that I am a person of worth		

8	I wish I could have more respect for myself		
9	Overall, I am inclined to think that I am a failure		
10	I take a positive attitude toward myself.		

Section 1 part three

Psychological distress: select the numbers based on the description

1. None of the time 2.A little of the time 3. Some of the time 4.Most of the time 5.All of the time

s.no	Questions	Selected number	Skip
1	About how often did you feel tired out for no good reason?		
2	About how often did you feel nervous?		
3	About how often did you feel so nervous that nothing could calm you down?		

4	About how often did you feel hopeless?		
5	About how often did you feel restless or fidgety?		
6	About how often did you feel so restless you could not sit still?		
7	About how often did you feel depressed?		
8	About how often did you feel that everything is an effort?		
9	About how often did you feel so sad that nothing could cheer you up?		
10	About how often did you feel worthless?		

Section 2

Internet addiction Scale, please select the number based on your personal experience

0 Does not apply 1 Rarely 2 Occasionally 3 Frequently 4 Often 5 Always Question Scale

s.no	questions	Selected number	Skip
1	How often do you find that you stay on-line longer than you intended?		
2	How often do you neglect household chores to spend more time on-line?		
3	How often do you prefer the excitement of the Internet to intimacy with your partner?		
4	How often do you form new relationships with fellow on-line users?		
5	How often do others in your life complain to you about the amount of		

	time you spend on-line?		
6	How often do your grades or schoolwork suffer because of the amount of time you spend on-line?		
7	How often do you check your email before something else that you need to do?		
8	How often does your job performance or or productivity suffer because of the Internet?		
9	How often do you become defensive or secretive when anyone asks you what you do on-line?		
10	How often do you block out disturbing thoughts about your life with soothing thoughts of the Internet?		

11	How often do you find yourself anticipating when you will go on-line again?		
12	How often do you fear that life without the Internet would be boring, empty, and joyless?		
13	How often do you snap, yell, or act annoyed if someone bothers you while you are on-line?		
14	How often do you lose sleep due to late-night log-ins?		
15	How often do you feel preoccupied with the Internet when off-line, or fantasize about being on-line?		
16	How often do you find yourself saying "just a few more		

	minutes” when on-line?		
17	How often do you try to cut down the amount of time you spend on-line and fail?		
18	How often do you try to hide how long you have been on-line?		
19	How often do you choose to spend more time on-line over going out with others?		
20	How often do you feel depressed, moody or nervous when you are off-line, which goes away once you are back on-line.		

11.2 Consent form

Dear students

My name is Lidet Afework a second year masters of general public health student at Addis Ababa University; I am undergoing research on level of social media addiction in undergraduate students in the college of health science Addis Ababa University.

You are randomly selected to participate in this research your input has paramount importance for the research.

The data you will provide is used for my master's thesis only. Your confidentiality is kept do not provide your name and your id.

You have full right to withdraw from the survey if you are uncomfortable at any time.

Thanks in advance for your cooperation

11.3 Participant information sheet for students participating in this study

Title of the study: Social Media Addiction among Undergraduate students in the College of Health Science Addis Ababa University

Department: School of public Health department of preventive medicine

Name and contact detail of principal investigator:

- Name; Lidet Afework Yohannes (MD)
- Phone number: +251964602823
- Email Address: liduyeaf@gmail.com

Dear Student you are being invited to take part in this research thesis. Before you decide to proceed, it is important for you to understand why the research is conducted and what participation will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask if there is anything that is not clear or if you would like more information. Take time to decide whether you wish to take part. Thank you for reading this.

The principal investigator is Lidet Afework a second year masters of public health student at Addis Ababa University currently conducting this research for purpose of completion of master's program .Two hundred ten million people are known to suffer from social media addiction. Social media addiction is becoming alarming around the world especially in young age group. The objective of this research is to determine level of social media addiction among undergraduate students of sefer selam campus college of health science Addis Ababa University fieldwork and data collection will be conducted between January 02 and February 29 2024.

The inclusion criteria for this particular research is Being undergraduate currently enrolled regular student at sefer selam Campus College of health science Addis Ababa University the exclusion criteria being Undergraduate students whose department are not determined yet.You are randomly selected to participate in this research with other three hundred eighty four students.

It is your decision to decide whether to take part. If you do decide to take part you will be given this information sheet to, you can withdraw at any time without giving a reason.

The data for this particular research will be collected from you by self-administered structured English or Amharic Version Questionnaire which is paper based ,there will be no audio and video recording, The answer you provide will be used only for the completion of My Masters Thesis not for any other purpose .Your confidentiality is kept you are not required to provide your name and

ID number. Although participating in this research has no immediate benefit to you it has paramount significance for the completion of this academic research thesis.

The result of this research will be published in the university portal by me if got approved by my advisors, internal and external advisors.

If you have any question or suggestion, you can contact the principal investigator by the provided address.

11.4 መጠይቅ

ክፍል 1 ክፍል አንድ

መግቢያ እና የማህበራዊ ሚዲያ አጠቃቀም ልምድ ጥያቄ

መለያ ቁጥር	ጥያቄዎች	አማራጮች	ዝላል
1	ዕድሜ	_____ ዓመታት	
2	ጾታ	1. ሴት 2. ወንድ	
3	የትምህርት ክፍል	1. አዋላጅነት 2. ነርሲንግ 3. ላብራቶሪ 4. ፋርማሲ 5. ማደንዘዥ ህክምና 6. ራድዩሎጂ 7. ህክምና	
4	አሁን ያንተ የጥናት አመት ስንት ነው? ከአማራጮች መካከል ክብብ ያድርጉ	1. አመት አንድ 2. አመት ሁለት 3. አመት ሶስት 4. አመት አራት 5. አምስት ዓመት 6. ስድስት ዓመት	
5	ማህበራዊ ሚዲያ ትጠቀማለህ አዎ ከሆነ ወደ ቁጥር 6 ቀጥል፤	1. አዎ 2. አይደለም	
6	ሶሻል ሚዲያን ስንት አመት ሲጠቀሙ ኖረዋል? ከአማራጮች መካከል ክብብ ያድርጉ	1. አንድ አመት 2. ሁለት አመት 3. ሶስት አመት 4. አራት ዓመት	

		5. አምስት ዓመት 6. ስድስት ዓመታት 7. ከስድስት ዓመት በላይ	
7	በሰምንት ውስጥ ምን ያህል ጊዜ ማህበራዊ ሚዲያ ይጠቀማሉ? በአማራጮች መካከል ክብብ	1.1-2 ቀናት 2. 3-4 ቀናት 3. 5-6 ቀናት 4. በየቀኑ	
8	በየቀኑ በማህበራዊ ሚዲያዎች ላይ ምን ያህል ጊዜ ያጠፋሉ? በአማራጮች መካከል ክብብ	1. እስከ 1 ሰዓት 2. ሁለት ሰዓት 3. ሶስት ሰዓት 4. አራት ሰዓት 5. አምስት ሰዓት 6. ስድስት ሰዓት 7. ሰባት ሰዓት 8. ስምንት ሰዓት 9. ከ 8 ሰዓታት በላይ	
9	በየትኛው ማህበራዊ የሚዲያ የመሣሪያ ስርዓቶች ይጠቀማሉ? (ከእርስዎ በላይ ክብብዎን ሊመርጡ ይችላሉ)	1. ኢሞ 2. ቴሌግራም 3. ቫይበር 4. WhatsApp 5. ኢንስታግራም 6. ሊንክድይን 7. YouTube 8. ትዊተር 9. ፌስቡክ 10. ቲክቶክ _____	

10	ከላይ ከተዘረዘሩት ማህበራዊ ሚዲያዎች መካከል በጣም የሚወዷቸው የትኞቹ ናቸው? (እባክዎ በቅደም ተከተል ከቁጥር አንድ ምርጫዎ ጀምሮ ሶስት የማህበራዊ ሚዲያ መድረኮችን ይፃፉ)	1. _____ 2. _____ 3. _____	
11	ማህበራዊ ሚዲያዎችን የመጠቀም ምክንያትዎ ምንድነው (ከአንድ ዓላማ በላይ ማወቅ ይችላሉ)	1. መዝናኛ 2. መወያየት 3. ከጓደኞች ጋር መገናኘት፤ 4. ከቤተሰብ እና ከዘመዶች ጋር መገናኘት 5. ሺዲዮ በመለጠፍ ላይ 6. ፎቶ በመለጠፍ 7. ጽሑፎችን መለጠፍ 8. አዳዲስ ሰዎችን መገናኘት 9. ጨዋታ 10. ማሸከርመም 11. የወሲብ ፊልም መመልከት	
12	በአጠቃላይ፣ ማህበራዊ ሚዲያ የምትፈልጋቸውን ነገሮች በማቅረብ ረገድ በሚያደርገው ነገር	1. አልረካም 2. በአማካይ 3. በጣም ረክቻለሁ	

	ረከተሃል? ምርጫህን አክብብ		
--	-------------------	--	--

ክፍል 1 ክፍል ሁለት

በራስ የመተማመን ግምገማ

እባክትን በጥብቅ መስማማትዎን፣ አለመስማማትዎን ወይም በጠንካራ አለመስማማት ላይ በመመስረት ለእያንዳንዱ ጥያቄ ተገቢውን መልስ ይምረጡ። ለተወሰኑ ጥያቄዎች ከዚህ በታች ባለው መግለጫ ላይ ቁጥሩን ከ1፣ 2፣ 3፣ 4 ይፃፉ።

አዎንታዊ የሆኑት 1 ፣ 3 ፣ 4 ፣ 7 እና 10 ናቸው ። ለእነዚህ ፣ “በጣም እስማማለሁ” ከ 4 ነጥብ ጋር እኩል ነው ፣ “እስማማለሁ” ከ 3 ፣ “አልስማማም” ከ 2 እና “በጠንካራ ሁኔታ አልስማማም” ከ 1 ጋር እኩል ነው.

አሉታዊ የሆኑት እቃዎች 2, 5, 6, 8, እና 9 ናቸው. ለእነዚህ, ነጥቡ ተቀልብሷል. “በጣም አልስማማም” ከ 4 ጋር እኩል ነው ፣ አልስማማም” ከ 3 ጋር እኩል ነው ፣ “እስማማለሁ” 2 ሲሆን “በጣም እስማማለሁ” ከ 1 ጋር እኩል ነው ።

መለያ ቁጥር	ጥያቄዎች	የተመረጠው ቁጥር	ዝላል
1	በአጠቃላይ, በራሴ ረከቻለሁ		
2	አንዳንድ ጊዜ እኔ በጭራሽ ጥሩ አይደለሁም ብዬ አስባለሁ		
3	በርካታ ጥሩ ገፁ ባህሪያት እንዳሉኝ ይሰማኛል።		

4	እኔ እንደ ሌሎች ሰዎች ሁሉ ነገሮችን ማድረግ እችላለሁ		
5	ብዙ የሚኮሩ ብዙ እንደሌለኝ ይሰማኛል		
6	አንዳንድ ጊዜ ምንም እንደማልጠቅም ይሰማኛል ።		
7	ዋጋ ያለው ሰው እንደሆንኩ ይሰማኛል ።		
8	ለራሴ የበለጠ አክብሮት እንዲኖረኝ እፈልጋለሁ		
9	በአጠቃላይ እኔ ውድቀት ነኝ ብዬ አስባለሁ		
10	ለራሴ አዎንታዊ አመለካከት አለኝ		

ክፍል 1 ክፍል ሶስት

የስነልቦና ጭንቀት ፡ በመግለጫው ላይ በመመረከዝ ቁጥሮችን ይምረጡ ።

1. ምንም ጊዜ 2.ትንሽ ጊዜ 3. አንዳንድ ጊዜ 4.አብዛኛውን ጊዜ 5.ሁል ጊዜ

መለያ ቁጥር	ጥያቄዎች	የተመረጠው ቁጥር	ዝላል
1	ያለምክንያት ስንት ጊዜ ይክሞሃል?		
2	ስንት ጊዜ ተጨነቅክ?		
3	ምን ያህል ጊዜ እንደደነገጥክ ፣ ምንም ነገር ሊያረጋጋህ እንደማይችል ይሰማህ ነበር?		
4	ስንት ጊዜ ተስፋ ቢስ ሆነህ ነበር?		
5	ምን ያህል ጊዜ እረፍት የለሽ ወይም አለመረጋጋት ተሰማዎት?		
6	ስንት ጊዜ ዝም ብለህ መቀመጥ እንደማትችል ይሰማህ ነበር?		
7	ዝቅተኛ ስሜት ምን ያህል ጊዜ ተሰማዎት		

8	ሁሉም ነገር ጥረት እንደሆነ ምን ያህል ጊዜ ይሰማዎታል?		
9	ምንም ነገር ደስተኛ ሊያደርግህ እንደማይችል ሲሰማህ ምን ያህል ጊዜ አዘንክ		
10	ምን ያህል ጊዜ ዋጋ ቢስ እንደሆነክ ይሰማሃል?		

ክፍል 2

የበይነመረብ ሱስ ሚዛን, እባክዎ በግል ተሞክሮዎ ላይ በመመርኮዝ ቁጥሩን ይምረጡ

0 አይተገበርም 1 አልፎ አልፎ 2 አልፎ 3 በተደጋጋሚ 4 ብዙውን ጊዜ 5 ሁልጊዜ

የጥያቄ መለኪያ

መለያ ቁጥር	ጥያቄዎች	የተመረጠው ቁጥር	ዝላል
1	ስንት ጊዜ አንላይን ትቆያለህ ካሰብከው በላይ?		
2	በመስመር ላይ ብዙ ጊዜ ለማሳለፍ የቤት ውስጥ ሥራዎችን ምን ያህል ጊዜ ችላ ይላሉ?		

3	ከጓደኞቻችን ጋር ለመግባባት የበይነመረብ ደስታን ምን ያህል ጊዜ ይመርጣሉ?		
4	ከሌሎች የመስመር ላይ ተጠቃሚዎች ጋር ምን ያህል ጊዜ አዲስ ግንኙነት ይፈጥራሉ?		
5	ሌሎች በሕይወትዎ ውስጥ በመስመር ላይ ስለሚያሳልፉት ጊዜ ስንት ጊዜ ያማርሩዎታል?		
6	በመስመር ላይ በሚያሳልፉት ጊዜ ምክንያት የክፍልዎ ወይም የትምህርት ቤት ስራዎ ስንት ጊዜ ይቀንሳል?		
7	ማድረግ ያለብዎት ሌላ ነገር ከመጀመርዎ በፊት ኢሜልዎን ስንት ጊዜ ይፈትሹ?		
8	በኢንተርኔት ምክንያት የሥራ አፈፃፀምዎ ወይም		

	ምርታማነትዎ ስንት ጊዜ ይሰቃያል?		
9	አንድ ሰው በመስመር ላይ ምን እንደሚያደርግ ሲጠይቅዎት ምን ያህል ጊዜ ተከላካይ ወይም ሚስጥራዊ ይሆናሉ?		
10	ስለ ሕይወትዎ የሚረብሱ ሀሳቦችን በሚያረጋጋ የበይነመረብ ሀሳቦች ምን ያህል ጊዜ ያግዳሉ?		
11	እንደገና በመስመር ላይ መቼ እንደሚሄዱ ስንት ጊዜ እራስዎን ሲጠብቁ ያገኙታል?		
12	ኢንተርኔት ሳይኖር ሕይወት አሰልቼ ፣ ባዶና ደስታ የሌለበት ይሆናል ብለህ የምትፈራው ስንት ጊዜ ነው?		
13	አንድ ሰው በመስመር ላይ በሚሆኑበት ጊዜ የሚረብሽዎት ከሆነ		

	ምን ያህል ጊዜ ይንቀጠቀጣሉ ፣ ይጮኻሉ ወይም ያበሳጫሉ?		
14	በምሽት ወደ ኢንተርኔት መግቢያ ምክንያት ስንት ጊዜ እንቅልፍ ያጣሉ?		
15	በይነመረብ ላይ ለመሆን ምን ያህል ጊዜ ይጨነቃሉ		
16	በኢንተርኔት አማካኝነት" ጥቂት ተጨማሪ ደቂቃዎች " ስትሉ ምን ያህል ጊዜ ታገኛላችሁ ?		
17	በመስመር ላይ የሚያጠፋውን ጊዜ ስንት ጊዜ ለመቁረጥ ይሞክራሉ እና ይወድቃሉ ::		
18	ምን ያህል ጊዜ ኢንተርኔት ላይ እንዳለህ ለመደበቅ ትሞክራለህ?		
19	ከሌሎች ጋር ከመሄድ ይልቅ በመስመር ላይ		

	ብዙ ጊዜ ለማሳለፍ እንዴት ይመርጣሉ?		
20	ከመስመር ውጭ በሚሆኑበት ጊዜ ዝቅተኛ ስሜት ፣ የስሜት ማወዛወዝ ወይም ጭንቀት ምን ያህል ጊዜ ይሰማዎታል ፣ ይህም በመስመር ላይ ተመልሰው ሲሄዱ ይጠፋል ።		

11.5 በዚህ ጥናት ውስጥ ለሚሳተፉ ተማሪዎች የተሳታፊ የመረጃ ወረቀት

የጥናቱ ርዕስ : የማህበራዊ ሚዲያ ሱስ በጤና ሳይንስ ኮሌጅ የመጀመሪያ ዲግሪ ተማሪዎች መካከል አዲስ አበባ ዩኒቨርሲቲ

የትምህርት ክፍል: የመከላከያ ሕክምና የሕዝብ ጤና መምሪያ ትምህርት ቤት

የዋና መርማሪ ስም እና አድራሻ ዝርዝር:

ስም፤ ልደታ አፍወርቅ ዮሃንስ (የህክምና ዶክተር)

ስልክ ቁጥር: +251964602823

የኢሜይል አድራሻ: liduyeaf@gmail.com

ውድ ተማሪዎች ፣ በዚህ የጥናት ርዕስ ላይ እንድትሳተፉ ተጋብዛችኋል። ለመቀጠል ከመወሰንዎ በፊት ጥናቱ ለምን እንደሚካሄድ እና ተሳትፎ ምን እንደሚያካትት መረዳት ለእርስዎ አስፈላጊ ነው። እባክዎ ጊዜ ወስደው የሚከተሉትን መረጃዎች በጥንቃቄ ያንብቡ እና ከፈለጉ ከሌሎች ጋር ይወያዩ። ግልጽ ያልሆነ ነገር ካለ ወይም ተጨማሪ መረጃ ከፈለጉ ይጠይቁ። ለመሳተፍ ፍላጎት ካለዎት ለመወሰን ጊዜ ይውሰዱ። ይህንን ስላነበቡ እናመሰግናለን።

ዋና መርማሪ ልደታ አፍወርቅ በአሁኑ ወቅት በአዲስ አበባ ዩኒቨርሲቲ የሁለተኛ ዓመት የኅብረተሰብ ጤና ተማሪ ሲሆን የማስተርስ ፕሮግራሙን ለማጠናቀቅ ይህንን ምርምር በማካሄድ ላይ እገኛለሁ። ሁለት መቶ አስር ሚሊዮን ሰዎች በማኅበራዊ ሚዲያ ሱስ ይሰቃያሉ። የማኅበራዊ ሚዲያ ሱስ በዓለም ዙሪያ በተለይም በወጣት ዕድሜ ቡድን ውስጥ አስደንጋጭ እየሆነ ነው። የዚህ ምርምር ዓላማ በስፈር ሰላም ካምፓስ የጤና ሳይንስ ኮሌጅ አዲስ አበባ ዩኒቨርሲቲ የመጀመሪያ ዲግሪ ተማሪዎች መካከል የማህበራዊ ሚዲያ ሱስ ደረጃን መወሰን ነው። የመስክ ሥራ እና የመረጃ አሰባሰብ ከጥር 02 እስከ የካቲት 29 ቀን 2024 ባለው ጊዜ ውስጥ ይካሄዳል።

የዚህ ምርምር ማካተት መስፈርት በአሁኑ ወቅት በስፈር ሰላም ካምፓስ የጤና ሳይንስ ኮሌጅ አዲስ አበባ ዩኒቨርሲቲ መደበኛ ተማሪ እየሆነ ነው። የማግለል መመዘኛዎች ዲፓርትመንታቸው ገና ያልተወሰነላቸው ተማሪዎች ናቸው። በዚህ ምርምር ከሌሎች ሦስት መቶ ሰማንያ አራት ተማሪዎች ጋር ለመሳተፍ በአጋጣሚ ተመርጠዋል።

ለመሳተፍ መወሰን የእርስዎ ውሳኔ ነው። ለመሳተፍ ከወሰኑ ይህንን የመረጃ ወረቀት ይሰጥዎታል፤ ምክንያት ሳይሰጡ በማንኛውም ጊዜ መውጣት ይችላሉ።

የዚህ ምርምር መረጃ በራስ-ሰር በሚተዳደር በእንግሊዝኛ ወይም በአማርኛ ስራት መጠይቆች ይሰበሰባል፤ ምንም የድምጽ እና የቪዲዮ ቀረጻ አይኖርም፤ የሚሰጡት መልስ ለሌላ ለማንኛውም ዓላማ አይደለም የእኔን ተሲስ ለማጠናቀቅ ብቻ ጥቅም ላይ ይውላል። የእርስዎ ሚስጥራዊነት የተጠበቀ ነው የእርስዎ ስም እና መታወቂያ ቁጥር ማቅረብ አይጠበቅብዎትም። ምንም እንኳን በዚህ ምርምር ውስጥ መሳተፍ ለእርስዎ ምንም ፈጣን ጥቅም የለውም፤ ግን ለዚህ የትምህርት ምርምር ተሲስ ማጠናቀቅ ትልቅ ጠቀሜታ አለው።

የዚህ ምርምር ውጤት በዩኒቨርሲቲው ፖርታል ውስጥ በአማካሪዎቹ ፣ በውስጥ እና በውጭ አማካሪዎች ተቀባይነት ካገኘሁ ይታተማል።

ማንኛውም ጥያቄ ወይም አስተያየት ካለዎት ዋናውን መርማሪ በቀረበው አድራሻ ማነጋገር ይችላሉ ።